

The Role of Social Media for Modern Surgeons: In the Age of Big Data

John Eraifej

Introduction

Definitions

Application

Outline

- Informing care
- Monitoring outcomes
- Delivering treatment

Conclusion

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Introduction

Inter-professional communication¹

Information dissemination^{2,3}

Medical education³

Study recruitment⁴

Data collection...⁵

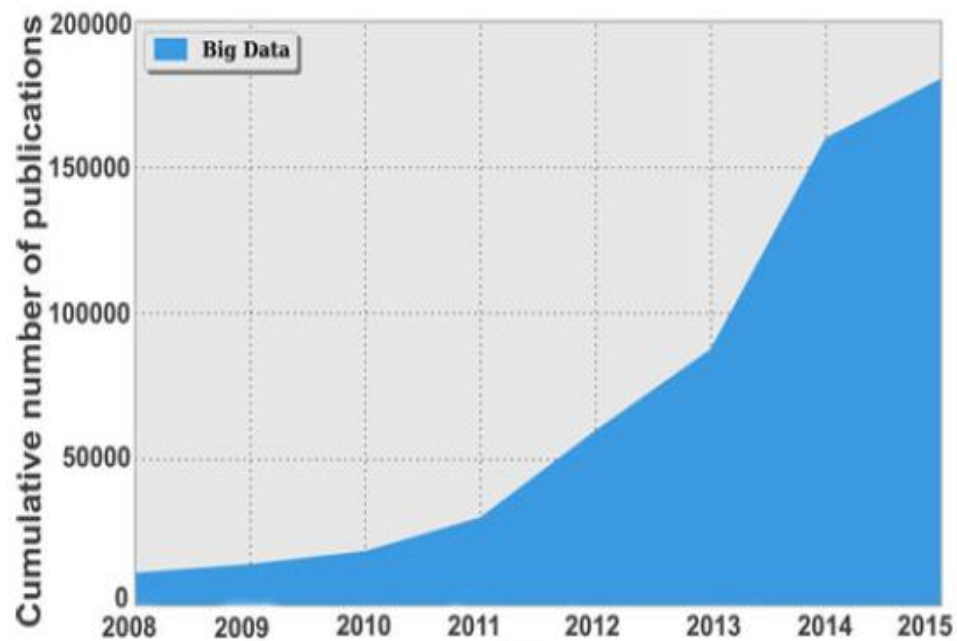
Big Data

Big Data⁶

volume

velocity

variety



Definitions

The Digital Phenotype

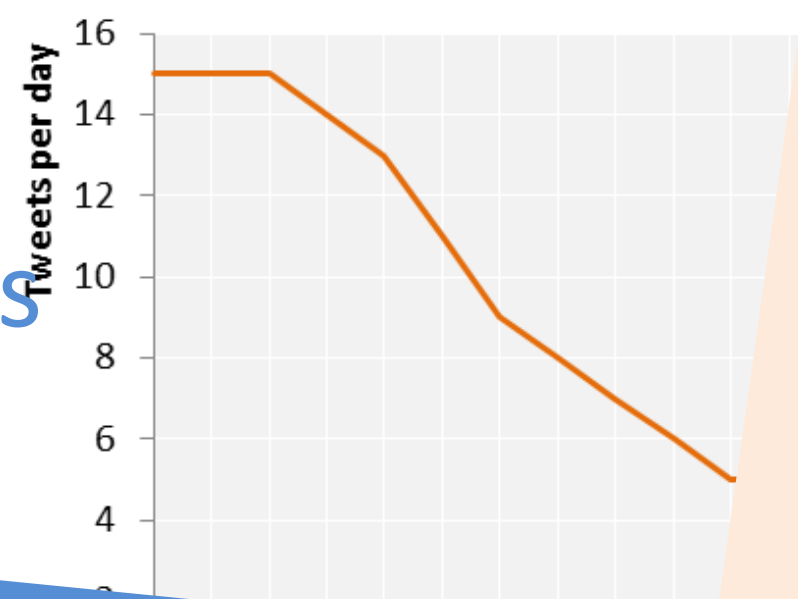
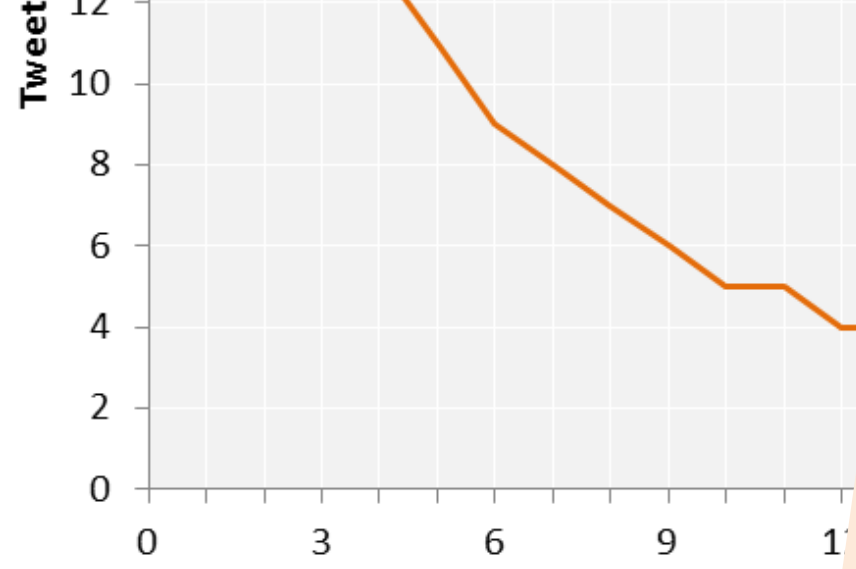
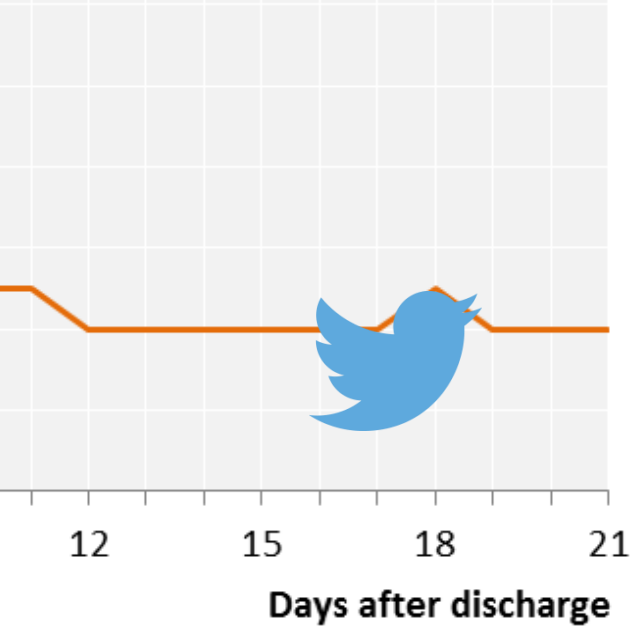
Extended phenotype based on interaction with digital technologies through 'social media, forums and online communities, wearable technologies and mobile devices' for 'diagnosis, treatment, and chronic disease management'⁷

Informing management

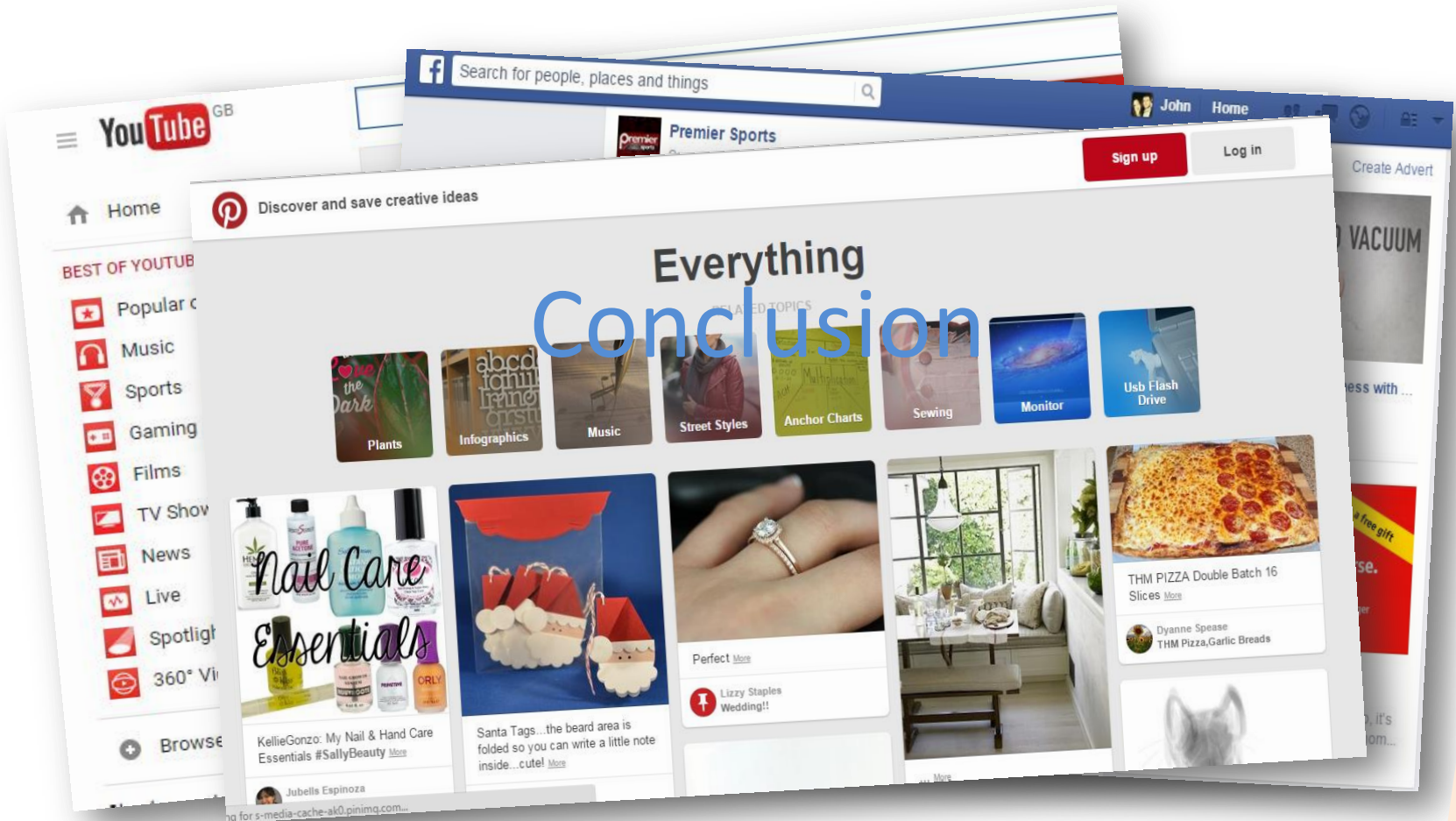
Delivering treatment

Application

Monitoring Outcomes



Monitoring Outcomes



Conclusion



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Questions?