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

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Introduction
Definitions
Application

Outline
- Informing care
- Monitoring outcomes
- Delivering treatment

Conclusion
Introduction

Inter-professional communication\textsuperscript{1}

Information dissemination\textsuperscript{2,3}

Medical education\textsuperscript{3}

Study recruitment\textsuperscript{4}

Data collection...\textsuperscript{5}

Big Data
Big Data

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*’

Jain SH et al. Nat. Biotech. 2015
Informing management

Delivering treatment

Application

Monitoring Outcomes
Monitoring Outcomes


Questions?