



Social media



Social medical media

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What is it ?

- **The term Social Media refers to the use of**
 - **web-based and**
 - **mobile technologies**
 - **to turn communication**
 - **into an interactive dialogue.**
- **Easy to use and free to comment and redistribute**

Industrial vs Social Media



- **Reach**
- **Accessibility**
- **Usability**
- **Immediacy**
- **Permanence**



1. Collaborative projects (e.g. Wikipedia),



2. Blogs and microblogs (e.g. Twitter),



3. Content communities (e.g. Youtube),



4. Social networking sites (e.g. Facebook),



5. Virtual game worlds (e.g. World of Warcraft),



6. Virtual social worlds (e.g. Second Life).





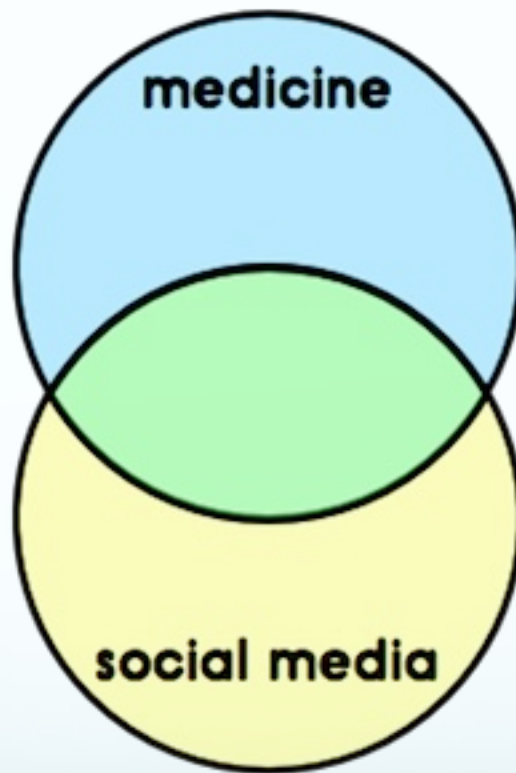
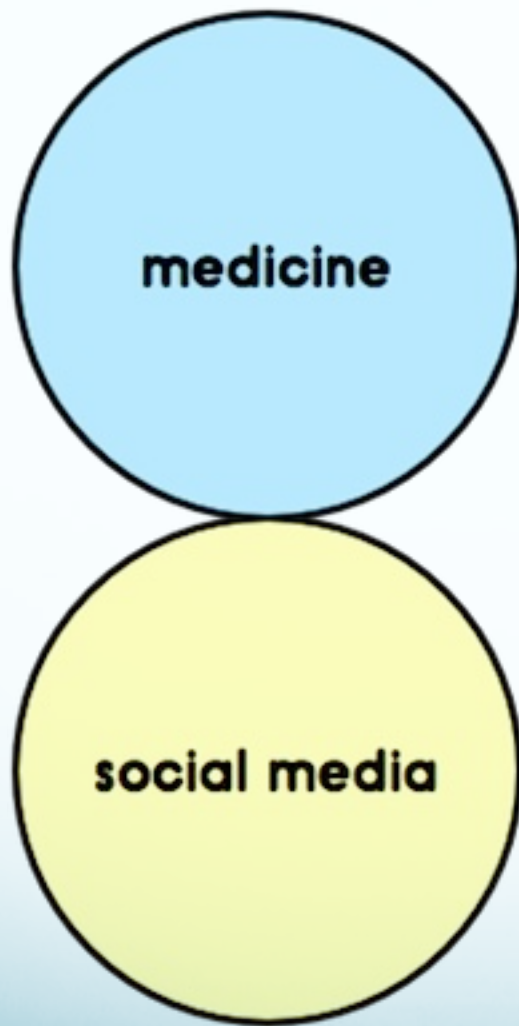
Social Medicine



**When I was doing my MBBS,
there was a fear that in the
21st century, machines and
robots would replace doctors.**



**But it appears like the
social media has
made it a more
human experience
due to the interactive
and sharing options
that have come with
this revolution.**



Social Media gives a voice to patients and it allows for the conversation to get started with their doctors and other health care professionals.



Patients want emotional and informational support.

Health information is communicated in real-time and in a transparent style.

Health Care is about the patient, the most important member of the health care team.

Patients want accurate, trustworthy and transparent health information.

Social media allows doctors and other health professionals to engage and share information.

Social Medical Media

Patient

- Friends
- Other patients
- Doctor
- Other doctors
- Friends of friends

Doctor

- Colleague same specialty
- Other specialty
- Patients
- Service providers
- Friends

Gadkari undergoes gastric bypass surgery

[Press Trust of India](#), Updated: September 14, 2011 10:46 IST



Mumbai: BJP president Nitin Gadkari on Tuesday underwent a gastric bypass surgery at a private hospital in Mumbai for treatment of Type II diabetes, the party said.

Gadkari, who is a known diabetic, had difficulty in controlling his sugar levels and was advised surgery by doctors attending on him.

The BJP chief has had poor control of his sugar for the last few months with early diabetic nephropathy despite the best currently available medical management, a BJP statement said.



Arun Prasad
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- My Notes



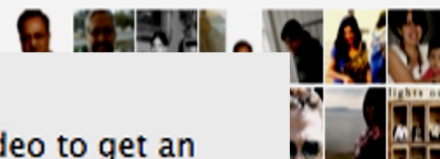
Hospital Guide

Open Group — hospitalguide@groups.facebook.com

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BJP president has undergone weight loss surgery, see this video to get an idea of what it is (Animated video for non medical viewers)

<http://www.youtube.com/watch?v=4Vf2LK2TQQA&feature=share>
www.youtube.com

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DrRajesh Chauhan Consult a neurologist please and follow his/her advice, as that alone shall help you. Best wishes.
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Indiritta Singh D'mello Thanks Dr for your advise

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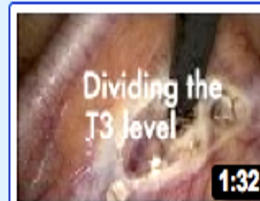
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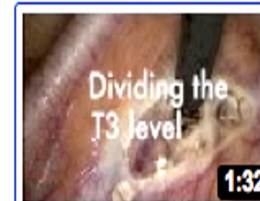
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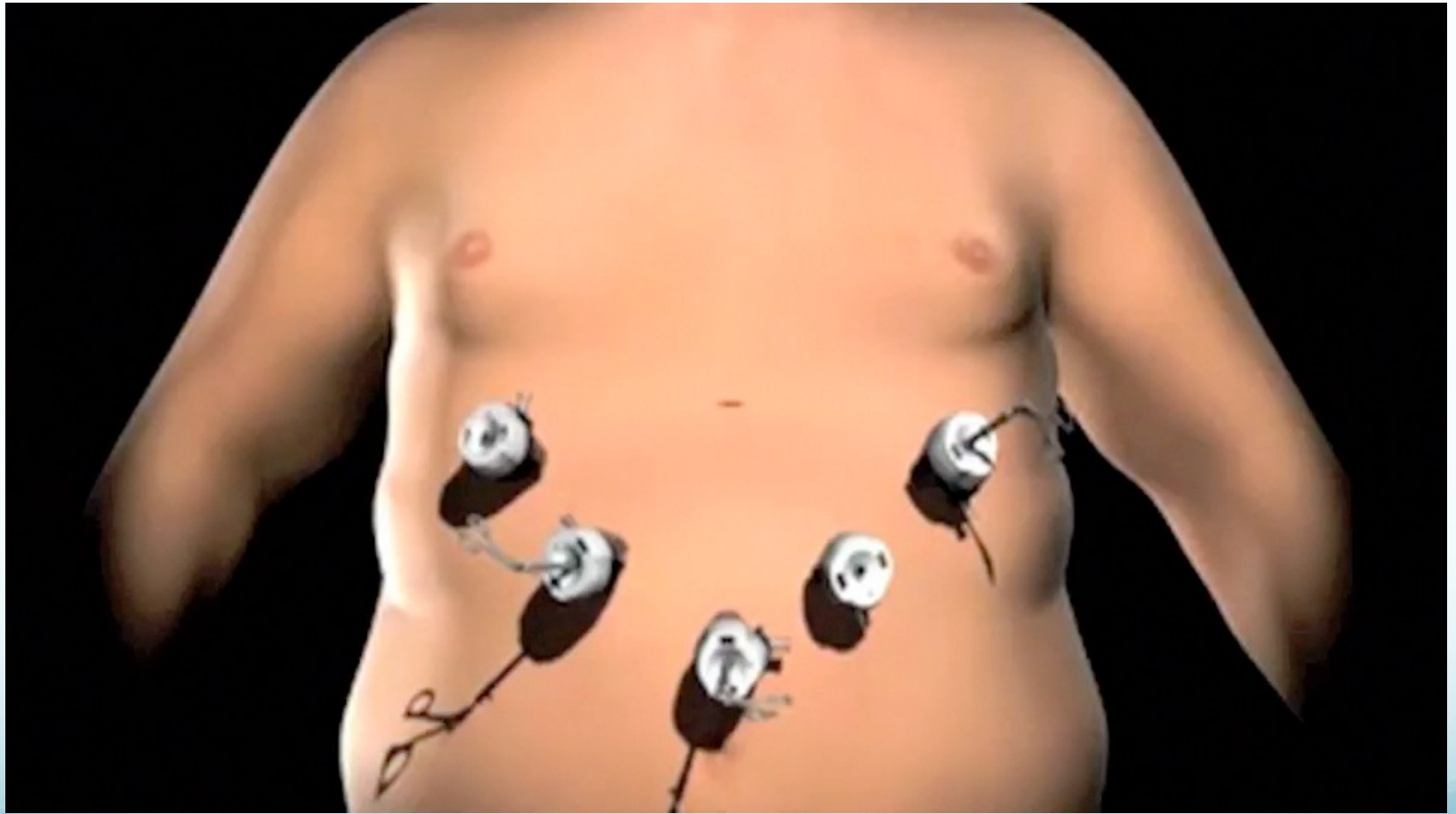
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from prehistoric times to LATEST DEVELOPMENTS
from prehistoric times to LATEST DEVELOPMENTS



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MORBID OBESITY & BARIATRIC SURGERY - INDIA

(This page is for patient information only and does not have any before and after pictures, testimonials or other advertisement & promotional material)

Laparoscopic Gastric Bypass Surgery, Laparoscopic Sleeve Gastrectomy and Laparoscopic Gastric Banding (lap band) are increasingly getting popular in New Delhi, India. There is an increase in the Indian population opting for these procedures and also amongst patients coming for Medical Tourism from USA, Europe, Australia etc. looking for a low cost option at International Standards.

Contents of this web page (Click to go directly)

[DEFINITIONS AND RISK FACTORS](#)[WHICH IS THE BEST WEIGHT LOSS BARIATRIC](#)

Getting Started

Core Concepts >

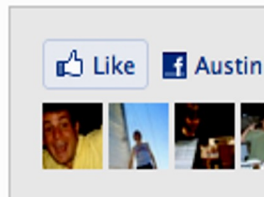
- Social Design
- Social Plugins
- Open Graph protocol
- Social Channels
- Authentication
- Graph API

Advanced Topics

SDKs & Tools

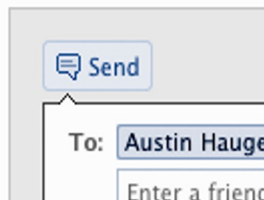
Plugins

- Activity Feed
- Comments
- Facepile
- Like Box
- Like Button
- Live Stream
- Login Button
- Recommendations
- Send Button



Like Button

The Like button lets users share pages from your site back to their Facebook profile with one click.



Send Button

The Send Button allows your users to easily send your content to their friends.



Comments

The Comments plugin lets users comment on any piece of content on your site.



Activity Feed

The Activity Feed plugin shows users what their friends are doing on your site through likes and comments.



Recommendations

The Recommendations plugin gives users personalized suggestions for pages on your site they might like.



Like Box

The Like Box enables users to like your [Facebook Page](#) and view its stream directly from your website.

Social Media for Doctors

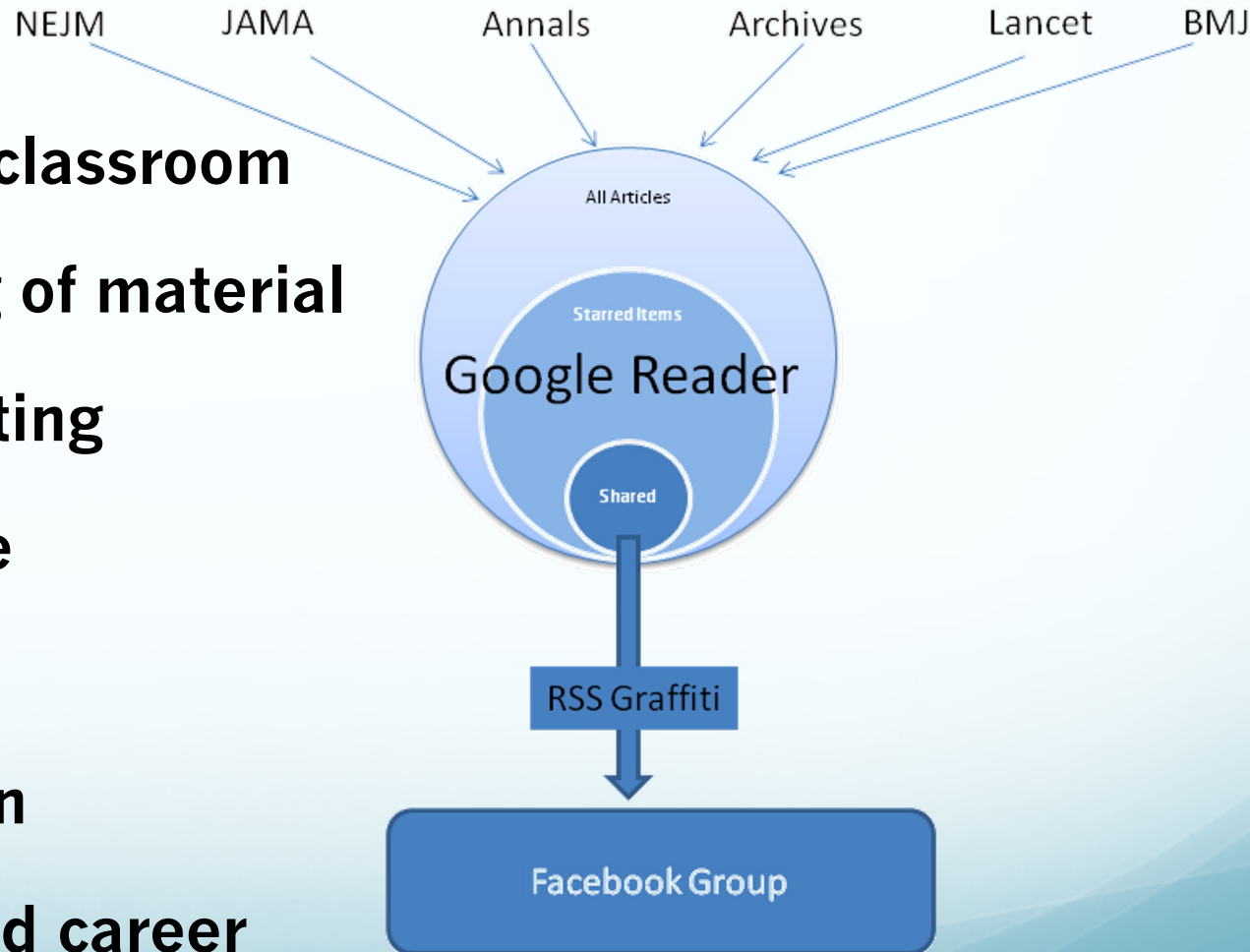
If you are a doctor, or studying to be one, you can connect with other doctors. These social media sites offer great opportunities to confer, find support and provide your own expertise.



1. [Sermo](#): This is a social media site for physicians. It's a great way to connect to colleagues, asking and answering questions. It's like being able to hold a consult. Harness the power of the many to do your job better.
2. [Ozmosis](#): Another site only for doctors, this one helps you connect to others in the industry. You can get answers and opinions from your peers, and share insights of your own.
3. [DoctorsHangout.com](#): Great place to go if you want to meet doctors from around the world. Also open to medical students and residents. A great way to meet a mentor and get input from colleagues.
4. [MomMD](#): This is a great social networking site aimed mainly at women. Doctors and medical students can connect, chat and learn more about the field.
5. [DoctorsLounge](#): Hang out with other doctors online. An awesome resource, and an interesting place to hang out. Research symptoms, get additional opinions and connect with doctors who share your specialty.
6. [DocGreet](#): You can connect with trusted colleagues for information on different cases, or offer your own expertise. Also allows doctors to interact with their patients through the private "patient view" options.
7. [Doctor Network](#): Watch videos, lectures and more. Connect with doctors from around the world, and share your own knowledge.
8. [StudentDoctor.net](#): This is meant for medical students. A great social media site if you are looking for direction, support and friends as you go through med school.

Medical Students

- Virtual classroom
- Sharing of material
- Podcasting
- Youtube
- Wiki
- Linkedin
- Jobs and career



Future

Currently, the social sites exist to provide a forum to share experiences.

The future is to have an expert authority, who will oversee the content for accuracy and value, and will delete irrelevant or potentially dangerous information. At present, these platforms are a free-for-all.

**In the end we must not forget
the apt Spiderman quote,**

**“With great power
comes great
responsibility”.**



**With the power of mass
media at our fingertips,
we must be certain
that no matter what
we post, we must be
comfortable seeing it on
primetime television.**



We are ambassadors of
our profession and
institutions,
when we are online and
even ostensibly
anonymous.

And, as the new adage
goes,

“the Internet is forever”

THANK YOU



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