



Twitter MD

Understanding Medicine in the Era of Social Engagement

A thought provoking one-hour program that introduces physicians to the emerging role of social media in health-care. From ethical dilemmas to the shifting doctor-patient relationship, Twitter MD will cover what practicing physicians need to know to engage safely and meaningfully in the online space.

Key Features

Some of what listeners will learn

- What is social media and how is it changing the doctor-patient relationship
- How to leverage social media for your practice and personal brand
- How to handle attempted patient encounters in the social space
- Why MDs are resistant to the use of social media tools
- Why patient empowerment and technology are redefining the MD
- Potential legal and ethical pitfalls in the world of social health

Contact

Bryan Vartabedian, MD
17198 St. Luke's Way, Suite 300
The Woodlands, TX 77384
e. fox42@me.com
twitter: @Doctor_V
blog: www.33charts.com

Social Media and the Future of Health

Twitter MD introduces physicians to the concept of social health and discusses how it has changed the landscape of patient care over the past decade. The core of the program will center on the challenges and opportunities in social media – especially with respect to transparency, personal boundaries, and even the ethical obligation to participate in the online conversation.

The discussion of social media and the empowered patient is used as a backdrop for the broader dialog of how doctors have become disengaged from their patients and their profession. Confronted with the challenge to reignite the relationships that once defined the medical profession, Twitter MD offers education, motivation as well as a compelling argument for meaningful involvement.

Through personal testimonial of his own transition to social media, Dr. V will offer a practical, entertaining presentation that introduces the audience to a potentially career changing way to network. Real case studies involving Facebook, Twitter and email are presented as a means of illustrating the practical management of ethical scenarios that all physicians will ultimately face.

Bryan S. Vartabedian, MD FAAP

Dr. Vartabedian is Assistant Professor of Pediatrics at Baylor College of Medicine in Houston and attending physician at Texas Children's Hospital, America's largest children's hospital.

As an early adopter, Dr. Vartabedian has an interest in the evolving role of social media in health care. Since 2006 he has been an active participant in the medial blogosphere and currently writes and thinks at 33Charts.com. As an active speaker he has recently addressed the American Medical Association, the American Telemedicine Association, the Texas Medical Association and the American Gastroenterological Association on issue of MDs in the social media space. Dr.V is a health advisor to the 2011 SXSW Interactive Festival in Austin, Texas. He maintains an active presence on a variety of social networking platforms and in between patients you can find him on Twitter.