



The future of medicine?

Health 2.0
and the use of social media in
healthcare

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@ohsuneuro - Twitter

OHSU virtual Neurology

Clerkship/ Parkinson

Center of Oregon - FB



Goals for today

- Introduce concepts of web 2.0 and Health 2.0
 - Explore current uses of these technologies
 - Education
 - Patient care
 - Discuss benefits and pitfalls
-





what is web 2.0?

- Definition is a bit amorphous
- One stab (from blog by W. Jessen)
- the second-generation of web-based communities and hosted services that strive to facilitate collaboration and sharing between users.
- <http://blog.highlighthealth.info/medicine-20/medicine-20-10-medicine-and-the-second-generation-of-internet-based-services/>





web 2.0

- Internet-based communities
- Open to all (open access)
- Users free to post
- Some allow editing by all



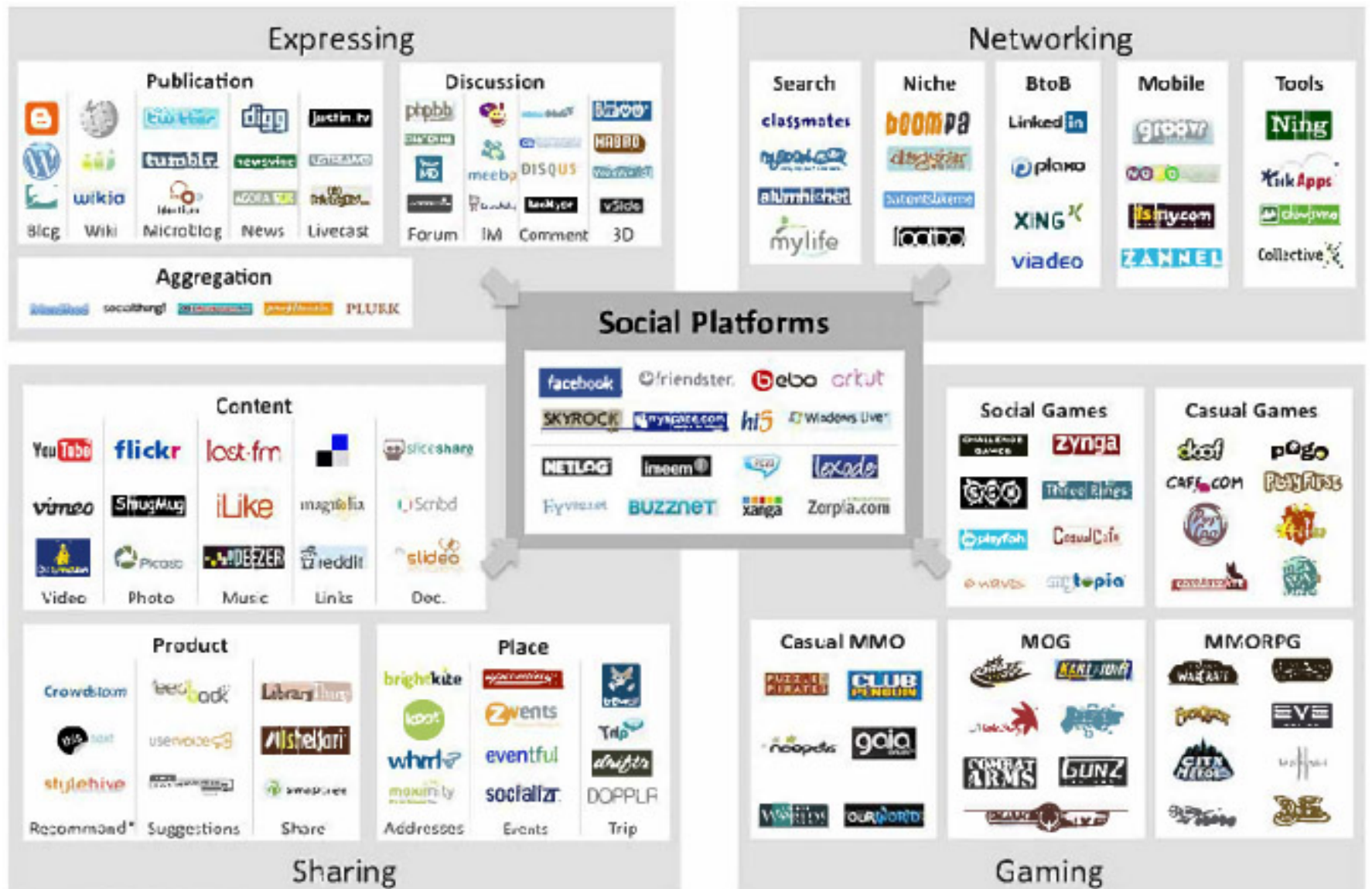


Examples of web 2.0

- Wikis
 - Wikipedia
- Blogs
 - RSS feeds
- Microblog
 - Twitter
 - Tumblr
- Social networking
 - Facebook
- Video/media sharing
 - Flickr
 - YouTube
 - Podcasts
- Music
 - Spotify
 - LastFM
- Exercise
 - Nike+
- PP
 - Slideshare



Social Media Landscape



what does web 2.0 accomplish

- Gathers together people with common interests
 - Allows easy, fast, cheap exchange of information
 - Polices itself
-

Health applications of web 2.0

- Medicine 2.0
- Using tools from web 2.0 for:
 - Medical education
 - Clinical care



Examples of Health 2.0

- Social networking sites
 - Doximity.com
 - PatientsLikeMe.com
 - Healthcare blogs
 - SeattleMamaDoc
 - Podcasts
 - Cochrane reviews
 - Neurology journal
 - Wikis – Big Data
 - MJ Fox PD research site
 - Twitter
 - YouTube
-



Doximity



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Physician's Network & Healthcare Direct... +





https://www.doximity.com

Google

Sign In

doximity

The Professional Network for Physicians

-  **Connect.** Stay in touch with colleagues, old classmates and co-residents. Over 25% of US physicians are already using Doximity to maintain their healthcare network.
-  **Save time.** Get phone, fax and back office numbers in seconds. Over 707,000 MD profiles with education, training, certifications, publications, and more.
-  **Get noticed.** Make your practice more visible to our 175,000+ active physician users by filling out your profile or uploading your CV.
-  **Fax anywhere.** We'll give you your own free digital fax line. Send and receive faxes from your mobile phone or the web. No charge — it's on us.
-  **Earn honoraria.** Our clients paid over \$100 million to MDs last year for research, 2nd opinions, and medicolegal consulting. Our average rate is \$375/hr.

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Partners and Media Coverage



Patients Like Me



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Parkinson's Disease Community

www.patientslikeme.com/conditions/4-parkinson-s-disease

wrong diagnosis

patientslikeme

Join Now! (It's free)

Already a member? Sign in

Patients Conditions Treatments Symptoms Research

conditions, symptoms, treatments... Search FAQ

Look up a condition: *Please type at least 3 letters to choose a condition*

Home > Conditions > Parkinson's Disease Community

What is Parkinson's Disease?

Parkinson's Disease is a progressive disorder of the nervous system marked by muscle tremors, muscle rigidity, decreased mobility, stooped posture, slow voluntary movements, and a mask-like facial expression.

Do you have Parkinson's? [Join now](#) to connect with patients like you!

What is it like to have Parkinson's?

Common symptoms	How bad it is	What people are taking for it
Slowness		Carbidopa-Levodopa CR, Carbidopa-Levodopa, Pramipexole
Memory problems		Mental Exercise, Donepezil, Rivastigmine
Stiffness/Spasticity		Carbidopa-Levodopa, Ropinirole, Massage Therapy
Insomnia		Zolpidem, Clonazepam, Trazodone
Excessive daytime sleepiness		Methylphenidate, Modafinil, Armodafinil

Find patients just like you with Parkinson's

Where do I talk to patients with Parkinson's?

Parkinson's Disease Forum

8,913 members
120k+ posts | 14k+ topics

[View this forum >>](#)

Most Recent Topics

Jury Duty, curious about your experience 16 minutes ago

Blogs



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Seattle Mama Doc Blog | Seattle Childre... +

seattlemamadoc.seattlechildrens.org

wrong diagnosis

4800 Sand Point Way NE Seattle WA 98105 206-987-2000, 866-987-2000 (toll-free)

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Medical Conditions

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Home > Seattle Mama Doc

Enter Search Term Here

Seattle Mama Doc™

A blog by Dr. Wendy Sue Swanson.

A mom, a pediatrician, and her insights about keeping your kids healthy.

For A Safe 4th Of July

Author: Wendy Sue Swanson, MD, MBE

PUBLISHED JULY 2, 2013 IN: SCHOOL AGE, TEENS

POST COMMENT

Tweet 2

Like 1

Send

Most Injured Body Parts



As we approach the 4th of July, a quick reminder about injuries and ways to protect your children. Each year, preventable injuries occur in young children and teens from fireworks. Children between the age of 5 and 14 are the highest risk for firework injuries—over double the risk of the rest of us. Serious injuries occur including devastating injuries to the eyes and face. Not surprisingly, the most common injuries are burns. Even sparklers can cause serious burns; sparklers burn at up to 2000 degrees, as hot as a blow torch and hot enough to melt some metals.

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Seattle Mama Doc™





Neurology blogs

- Neuroskeptic
- MedPageToday – neurology subsection
- N.E.R.D Alert
 - My blog on neuro education



Podcasts



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All Items | Neurology® Podcast



www.aan.com/rss/index.cfm?event=feed.items&channel=1



neurology journal



Neurology® Podcast

Weekly podcast of content from Neurology®, the official journal of the American Academy of Neurology.

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Last build: Tuesday, 02 Jul 2013 03:56:21 CDT

The Neurology® podcast is introduced by Editor-in-Chief Robert A. Gross, MD, PhD, who discusses several highlighted articles in the current issue of the journal. The podcast features an interview with the author of an article in the current issue that summarizes the paper and discusses the main findings and clinical implications for neurologists. It concludes with the Lesson of the Week, a short segment on a topic such as a laboratory technique, statistical methods, or historical neurology. Podcast listeners can earn 0.5 AMA PRA Category 1 CME Credits by answering the multiple-choice questions in the online Podcast Quiz. The exams are posted weekly on Wednesday.

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July 2 2013 Issue

Depressive symptoms and white matter dysfunction in retired NFL players with concussion history

Published: Monday, 01 Jul 2013 17:00:00 CDT

1) Depressive symptoms and white matter dysfunction in retired NFL players with concussion history and 2) Topic of the month: AAN Plenary Sessions. This podcast for the Neurology Journal begins and closes with Dr. Robert Gross, Editor-in-Chief, briefly discussing highlighted articles from the print issue of Neurology. In the second segment Dr. Christopher Giza interviews Dr. John Hart about his paper on depressive symptoms and white matter dysfunction in retired NFL players. Dr. Adam Numis is reading our e-Pearl of the week about ice-cream headache. In the next part of the podcast Dr. Alberto Espay interviews Drs. Ron Postuma and Brad Boeve about clinicopathologic correlations in 172 cases of REM sleep behavior disorder. The participants had nothing to disclose except Drs. Giza, Hart, Numis, Espay, Postuma and Boeve. Dr. Giza serves on the data safety monitoring board for LABiomed Institute at Harbor-UCLA Medical Center; is a consult for NHL Player's Association; serves on the speakers' bureau for the Medical Education Speakers Network; receives royalties from the publication of the book Neurological Differential Diagnosis: A prioritized approach; received funding for travel to Major League Soccer Concussion Committee meeting, California State Athletic Commission Meeting and NCAA meeting receiving sponsorship from NHL, UCLA, consultants, The Dan Renshaw Foundation, NFL

Big data



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Access Parkinsons Clinical Data and Bios... +

https://www.michaeljfox.org/page.html?access-parkinsons-clinical-data-and-biospecimens

michael j fox

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ACCESS DATA AND BIOSPECIMENS

AVAILABLE RESOURCES

The Michael J. Fox Foundation for Parkinson's Research (MJFF) has supported several pre-clinical and clinical efforts that have generated valuable data, biospecimens and tissue resources for the research community. The list below provides details about these resources. Researchers may request access to these resources with or without funding requests.

[Click here](#) to make your request, or click through the boxes below to learn more.

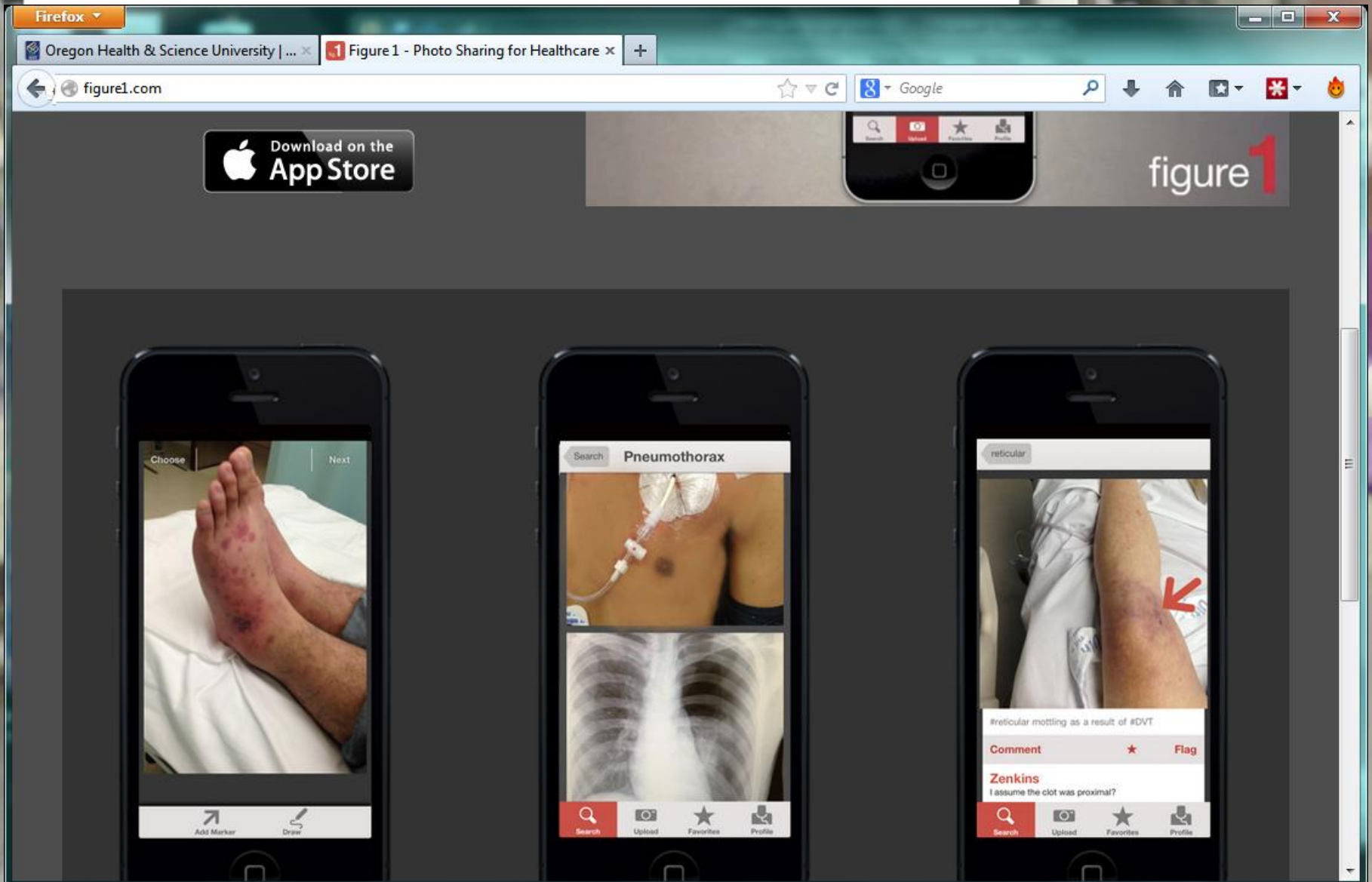
- + Parkinson's Progression Marker's Initiative
- + LRRK2 Cohort Consortium
- + BioFIND
- + Preclinical Tissue

CONTACT US

Have a question? Email us.

Resources@michaeljfox.org

Picture sharing



Twitter



Firefox

(11) Twitter / Search - #parkinson



Twitter, Inc. (US) <https://twitter.com/search?q=%23parkinson&src=typd>



#parkinson



Home



Connect



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Me



#parkinson



Tweets

People



Top photos



Top videos



Who to follow · Refresh · View all



ClinicalKey @ClinicalKey
Followed by Cindi Slater and others

Follow

Promoted



Javier Benítez @jrbntz

Follow



Scott Rennie, D.O. @DoctorRennie

Results for #parkinson

Tweets Top / All / People you follow

11 new Tweets



Diana @Hungareo אהבה 9h

Colocación de nanoimplantes con #dopamina, posible cura para el #Parkinson [sharethis shar.es/AW7YI](https://sharethis.com/shar.es/AW7YI) vía @sharethis Ojalá!!!-) #CIENCIA #SALUD

Retweeted 5 times

Expand



EPDA @euparkinsons 3h

Do u have #Parkinson's #disease & use #Facebook? Look us up on: on.fb.me/AoFtP4

Expand



EPDA @euparkinsons 5h

#NRT #Parkinson's Café tomorrow! FREE 2 attend - open 2 all with interest in #Parkinson's. Full details: bit.ly/19dxXkb

Expand



Brian Fiske @bkfiske 17h

Check out @MichaelJFoxOrg for access to #LRRK2 clinical data and biosamples for #Parkinson's research bit.ly/15bWci3

Retweeted by michaeljfox.org

YouTube



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Parkinson's Disease - YouTube



www.youtube.com/playlist?list=PL3AQ_JVoBEyxd5tkfQG-S3p_SDYBFtJ6c



#parkinson



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- Movies
- TV Shows
- News
- Spotlight

CHANNELS FOR YOU

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- Country Now
- Al Jazeera English
- The Ricky Gervais Channel
- Jamie Oliver's Food Tube
- CrashTestMomTV

Browse channels

Sign in now to see your channels and recommendations!

Sign in



Veterans Health Administration

Subscribe 2,651

Parkinson's Disease

Learn about Parkinson's Disease and how VA can help.

15 videos • 2,666 views

Play all Like Share

1 likes, 0 dislikes



Deep Brain Stimulation and Parkinson Disease

by VeteransHealthAdmin 1,919 views

The purpose of this training video module is to review new criteria for persons undergoing deep brain stimulation and the expected outcomes.



Early Parkinson's Disease

by VeteransHealthAdmin 2,368 views

The purpose of this training video module is to increase understanding treatment options when first starting on medication for Parkinson's disease.

Featured Channels



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OHSU Parkinson Center of Oregon

https://www.facebook.com/OHSUPCO

facebook Search for people, places and things

Jeff Kraakevik Home

You are posting, commenting, and liking as Jeff Kraakevik — Change to OHSU Parkinson Center of Oregon



 **OHSU Parkinson Center of Oregon** 376 likes · 6 talking about this · 8 were here

Medical Research · Educational Service
The PCO was founded in 1979 and has become the premier center for PD in the NW. We hold a national designation as a center of excellence by the NPF.

About Photos Likes Map Videos

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Write something...

 **OHSU Parkinson Center of Oregon**
22 hours ago

Great article about family caregiver Chuck Niggley in the Tribune!
You're a great inspiration! <http://portlandtribune.com/bnw/21-news/155299-for-better-or-for-worse>

6 Friends
Like OHSU Parkinson Center of Oregon

Suggest OHSU Parkinson Center of Oregon to ... See All

-  **Jamie Jefson** Invite
-  **Zach Kuns** Invite
-  **Anita Tyson** Invite

Ads Manager
Advertise Your Page

Now
2012
2011
2010
Founded

Chat (30)

Benefits/Pitfalls for health professionals

- Benefits
 - Easily brings together people
 - Cheap
 - 'Darwikinism' or self-policing content

Pitfalls for health professionals



- Pitfalls
 - Irretrievability of information
 - “Your residency interview starts right now.” –Ryan Madanick MD – UNC
 - “The internet has no eraser”
 - Privacy issues for patient/provider interaction
 - Ethical behavior issues
 - Posting anonymously
 - Dark humor/ derogatory comments
 - Posts about you may not always be flattering
-





Future directions

- Monitoring of web 2.0 is imperative as it defines itself
 - For example become wikipedia editor
- Area for research
 - Education uses and applications
 - Clinical practice uses and applications





Links to examples

- <http://www.patientslikeme.com>
 - <http://seattlemamadoc.seattlechildrens.org>
 - <http://www.aan.com/rss/?event=feed&channel=1> (Neurology)
 - <https://www.michaeljfox.org/>
 - <http://figure1.com>
 - <http://twitter.com>
-





Links to examples

- PADRECC YouTube playlist
 - http://www.youtube.com/playlist?list=PL3AQ_JVoBEyxd5tkfQG-S3p_SDYBFtJ6c
- <https://www.facebook.com/OHSUPCO>

