



American College of Surgeons Presenter Disclosure Slide

D. Scott Lind MD

Nothing To Disclose



Why Surgeons Need to Understand Social Networking



To Tweet or Become Extinct: Why Surgeons Need to Understand Social Networking and Social Media

Phillip L. Glick MD MBA FACS, Buffalo, NY



To Tweet or Die: The ABC's of Safe Surgical Social and X, Y and Z of Cyber Security

Zack Glick MS, Syracuse, NY



Can Tweeting Make You Smarter or Dumber: Using Social Networking for Graduate Medical Education, Continuing Medical Education, and Patient Care

Sani Z. Yamount MD, Oakland, CA



Meaningful Use of Social Media by Surgeons

Brian McGowan PhD, Blue Bell, PA



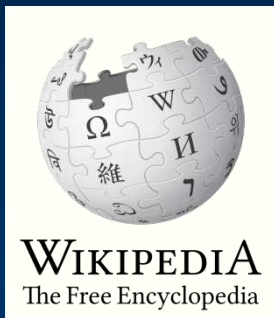
Oper@ting Safely on Social Networks: Legal Do's and Don'ts 2.0

Henry C. Fader JD, Philadelphia, PA



Concluding Remarks and Live/Online Panel Q & A

D. Scott Lind MD FACS, Philadelphia, PA





Surgeons & Social Networking



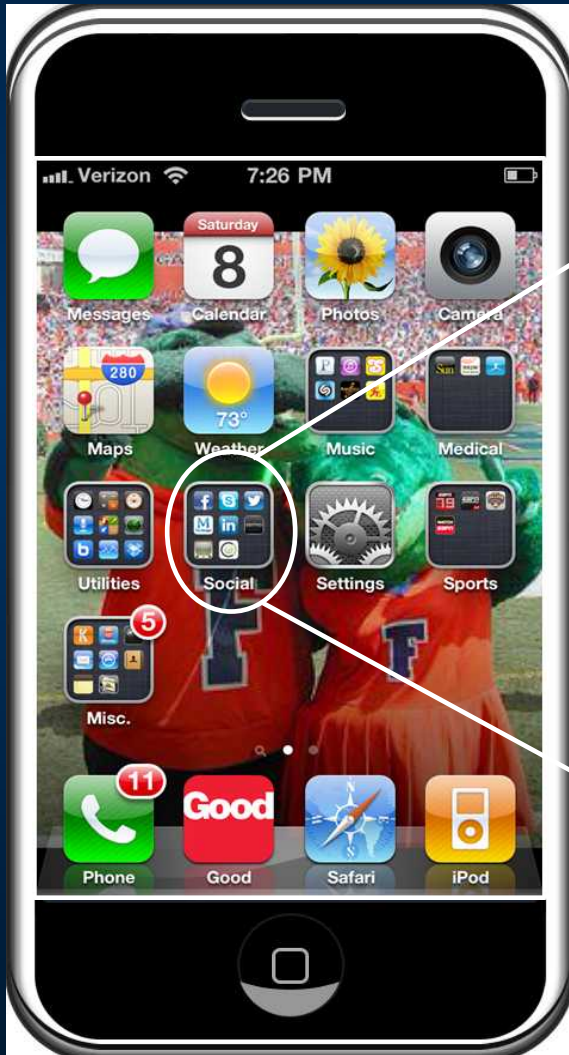


Social Networking Tips

- Use privacy protections and settings.
- Pause and think before you post.
- Monitor your on-line presence and reputation.
- Understand and comply with institutional policies.
- Keep personal and professional content separate.
- Preserve integrity of the patient-physician relationship.



Surgeons & Social Networking





D. Scott Lind
View my profile page

24

TWEETS

46

FOLLOWING

100

FOLLOWERS

Compose new Tweet...

Who to follow · Refresh · View all



Eventbrite @eventbrite
Promoted · Follow



Westby Fisher, MD @doctorwes
Follow



Dr. Deanna Attai @DrAttai
Follow

Browse categories · Find friends

Philadelphia Trends · Change

- #MyNFLcolors Promoted
- #ReplaceArtistNamesWithNipple
- #nowplaying
- #NFL
- Bonanza
- #Kindle
- #music
- #news
- #blessed
- #tcot

Tweets



Wall Street Journal @WSJ 38m
Problems tracking the flurry of new hand-held devices being launched this week? Gadget Wars can help: on.wsj.com/RUe1rn
Expand



Social Media Today @socialmedia2day 2h
Breakdown: Social Media Workflow, Process, Triage
ow.ly/1mmmqG
Expand



Social Media Today @socialmedia 2h
Should I Outsource My Social Me
@SocialGamePlan ow.ly/1mmmqG
Expand



AmericanCollSurgeons @AmCollSurgeons 4h
~~ACS Will Host Inspiring Quality F~~
~~ow.ly/dxHqH #ACSInspiringQualit~~
Expand



NASCARESPN @NASCARESPN 7h
We have reached halfway; this ra
Retweeted by ESPN
Expand



AmericanCollSurgeons @AmCollSurgeons 7h
RT @progressnotes: "The only disability in life is having a bad attitude." ~Oscar Pistorius, Olympic and Paralympic runner
Expand



Florida Gators @GatorZoneNews 7h
From @GatorZoneChris - Halftime Adjustments Key Game-
Changing Defensive Performance j.mp/PSSSyT
Expand





AmericanCollSurgeons

@AmCollSurgeons

The American College of Surgeons is the largest prof. org. for surgeons & advances quality surgical care through research, education, accreditation & advocacy.
Chicago, IL <http://www.facs.org>

Following



4,001 TWEETS

417 FOLLOWING

6,190 FOLLOWERS

Tweet to AmericanCollSurgeons

@AmCollSurgeons

Tweets

Following

Followers

Favorites

Lists

Recent images



Similar to AmericanCollSurgeons



Arch Surgery @ArchSurgery
Follow



AHA @ahahospitals
Follow



Danny Sands @DrDannySands
Follow

Tweets



AmericanCollSurgeons @AmCollSurgeons

4h

Search the 2012 Clinical Congress Program: ow.ly/dxKnR
#ACSCC12 #surgery

Expand



AmericanCollSurgeons @AmCollSurgeons

4h

The Bulletin of the American College of Surgeons—Keeping Fellows Informed for Nearly 100 Years: ow.ly/dxITc #surgery #ACS100

Expand



AmericanCollSurgeons @AmCollSurgeons

5h

Learn more about the American College of Surgeons "Inspiring Quality: Highest Standards, Better Outcomes" initiative: bit.ly/LiNJ2j

Expand



AmericanCollSurgeons @AmCollSurgeons

5h

Apply by September 15 to Host 2012-2013 AWS Visiting Professor Program: ow.ly/dxMmA @WomenSurgeons

Expand



AmericanCollSurgeons @AmCollSurgeons

17h

Program/participant bios for Monday's #ACSInspiringQuality Houston Forum are available: bit.ly/OP5GGU. Live tweets start @10 am CT!

Expand



AmericanCollSurgeons @AmCollSurgeons

18h

RAS Symposium Speakers Will Discuss Surgery at the End of Life: ow.ly/dxLUJ #surgery #ACSCC12

Expand



AmericanCollSurgeons @AmCollSurgeons

19h

The Near-Death of a President, and the Birth of a Career—An Interview with Dr. Napolitano: ow.ly/dxKPR #Reagan #surgery

Expand

Clinical Congress

September 30-October 4, 2012

Chicago, IL

McCormick Place



AMERICAN COLLEGE OF SURGEONS

Inspiring Quality:
Highest Standards, Better Outcomes

100years

STEWARDSHIP of our PROFESSION

100years

MEETING OVERVIEW

SCIENTIFIC PROGRAM

SPECIAL INTEREST SESSIONS

GUEST REGISTRATION

REGISTRATION

MEDIA

TECHNICAL EXHIBITS

HOTEL/TRAVEL INFO

INTERNATIONAL ATTENDEES

CONGRESS HOME

ACS HOME PAGE

Search the 2012 Preliminary Clinical Congress Program

Please enter Search Criteria

Day of Session:

Any Day

Type of Session / Track:

Any Session Type

Keyword(s):

*Enter as many lines of keywords as needed in the box below.
Each line may contain one or more keywords.*

(**New**) Sort Results Page by: ☒ Day, Start time ☐ Session Code (A → Z)

Start Search

Reset this Form

To Search for Program Participants

(Make sure you are logged in as a registered user)



AmericanCollSurgeons

@AmCollSurgeons

The American College of Surgeons is the largest prof. org. for surgeons & advances quality surgical care through research, education, accreditation & advocacy.

Chicago, IL <http://www.facs.org>

Following



4,001 TWEETS

417 FOLLOWING

6,190 FOLLOWERS

Tweet to AmericanCollSurgeons

@AmCollSurgeons

Tweets

Following

Followers

Favorites

Lists

Recent images



Similar to AmericanCollSurgeons



Arch Surgery @ArchSurgery

Follow



AHA @ahahospitals

Follow



Danny Sands @DrDannySands

Follow

Tweets



AmericanCollSurgeons @AmCollSurgeons

Search the 2012 Clinical Congress Program: ow.ly/dxKnR
#ACSCC12 #surgery

Expand

4h



AmericanCollSurgeons @AmCollSurgeons

The Bulletin of the American College of Surgeons—Keeping Fellows Informed for Nearly 100 Years: ow.ly/dxITc #surgery #ACS100

Expand

4h



AmericanCollSurgeons @AmCollSurgeons

Learn more about the American College of Surgeons "Inspiring Quality: Highest Standards, Better Outcomes" initiative: bit.ly/LiNJ2j

Expand

5h



AmericanCollSurgeons @AmCollSurgeons

Apply by September 15 to Host 2012-2013 AWS Visiting Professor Program: ow.ly/dxMmA @WomenSurgeons

Expand

5h



AmericanCollSurgeons @AmCollSurgeons

Program/participant bios for Monday's #ACSInspiringQuality Houston Forum are available: bit.ly/OP5GGU. Live tweets start @10 am CT!

Expand

17h



AmericanCollSurgeons @AmCollSurgeons

RAS Symposium Speakers Will Discuss Surgery at the End of Life: ow.ly/dxLUJ #surgery #ACSCC12

Expand

18h



AmericanCollSurgeons @AmCollSurgeons

The Near-Death of a President, and the Birth of a Career—An Interview with Dr. Napolitano: ow.ly/dxKPR #Reagan #surgery

Expand

19h



Bulletin front cover history

SEPTEMBER 1, 2012 • FEATURES

As part of the kickoff to the American College of Surgeons' Centennial celebrations, we look back at a sampling of past cover designs of the *Bulletin*.

In This Issue

- Looking forward – September 2012
- *The Bulletin of the American College of Surgeons*: Keeping Fellows informed for nearly 100 years
- ACS Futures Committee takes a good, hard look at the year 2025
- The near-death of a president, and the birth of a career: An interview with Dr. Napolitano
- The ACS and the ABCs of how quality measures are established and implemented

Features

Columns

Looking Forward

ACS Board of Governors' committee updates

ACS Clinical Research Program

Advocacy Advisor

A Look at the Joint Commission

From the Archives

HPRI Data Tracks

NTDB® data points

Socioeconomic Tips

Columns»

Looking forward – September 2012



In this month's column, Dr. Hoyt focuses on the ACS' year-long Centennial celebration and reveals some of the special features added to this year's Clinical Congress program to commemorate this important milestone, including an exhibit featuring a timeline of important achievements in surgery, book signings, a tour of the Archives, a cake-cutting celebration, and much more.

- Modifications to ordering and certifying rules for physicians
- Governors' Committee on Physician Competency and Health
- Announcing the Surgical Standards Manual Project: A call for volunteers
- Flu vaccination standards set for ASCs and OBSs

Features»

Current Issue



September 2012
Volume 97, Number 9



Features

Columns

[Looking Forward](#)

[ACS Board of Governors' committee updates](#)

[ACS Clinical Research Program](#)

[Advocacy Advisor](#)

[A Look at the Joint Commission](#)

[From the Archives](#)

[HPRI Data Tracks](#)

[NTDB® data points](#)

[Socioeconomic Tips](#)

[What Surgeons Should Know About...](#)

News

[ACS NewsScope](#)

[FACS Home](#)

Archives

[September 2012](#)

[August 2012](#)

What Surgeons Should Know About...

Modifications to ordering and certifying rules for physicians

SEPTEMBER 1, 2012

A major modification in the final rule recently published by the Centers for Medicare & Medicaid Services eliminates the requirement that physicians be enrolled in Medicare to order, certify, or refer the services of physician specialists. This article provides details regarding this modification and other changes in the final rule, as well as what surgeons should know about the current requirements.

Participating in the Medicare eRx Incentive Program

The deadline to file for a hardship exemption from the 2013 eRx Incentive Program has passed, and by now surgeons should be thinking about the requirements for the next few years. Eligible professionals who successfully e-prescribe in 2012 can qualify for an incentive payment of 1 percent.

| Incentive |
|-----------|
| 1.0% |
| 0.5% |
| N/A |

Participating in the Medicare eRx Incentive Program

The Centers for Medicare & Medicaid Services (CMS) Electronic Prescribing, or eRx, Incentive Program was authorized by the Medicare Improvements for Patients and Providers Act of 2008 (MIPPA).

The Medicare Shared Savings Program

What surgeons should know about...





Join Google+

Join Google+ to follow American College of Surgeons.

American College of Surgeons

Follow



Posts

About

Photos

Videos



American College of Surgeons Sep 11, 2012 - Public

This has huge potential! The platform also includes a device that provides tactile feedback to the surgeon.



How A Military Flight Simulator Is Making Surgeons More Prepared To Operate »

In Ohio, Israeli-based flight simulator technology is now helping surgeons prepare for complicated



<http://www.facs.org>

+74

70 HAVE THEM IN CIRCLES



American College of Surgeons is on Facebook.

To connect with American College of Surgeons, sign up for Facebook today.

[Sign Up](#)[Log In](#)

**AMERICAN COLLEGE
OF SURGEONS**

American College of Surgeons

1,979 likes · 730 talking about this · 51 were here

[Like](#)

Non-Profit Organization

The American College of Surgeons is a scientific and educational association of surgeons that was founded in 1913 to improve the quality of care for surgical patients.

[About](#)[Photos](#)[YouTube](#)[Events](#)[Twitter](#)

3

[Highlights](#)



American College of Surgeons



Subscribe

234

subscribers

102,103

video views

Featured

Browse videos

Search Channel



Share



More info

Patricia L. Turner, MD, FACS
Director of Division of Member Services,
American College of Surgeons



0:07 / 1:54



About American College of Surgeons

 facs.org

by AmCollegeofSurgeons

Latest Activity

Sep 27, 2012

Date Joined

Jan 30, 2009

Country

United States

Featured Playlists



79 videos

Uploaded videos

by American College of Surgeons



15 videos

Fellows of the American College of Surgeons: Explore all that your ACS fellowship offers 35 views

by AmCollegeofSurgeons 2 days ago



Social Media & Medical Education

See one



Do one

Teach one

Social

Media



**SOCIAL MEDIA IS THE
NEW EDUCATION**

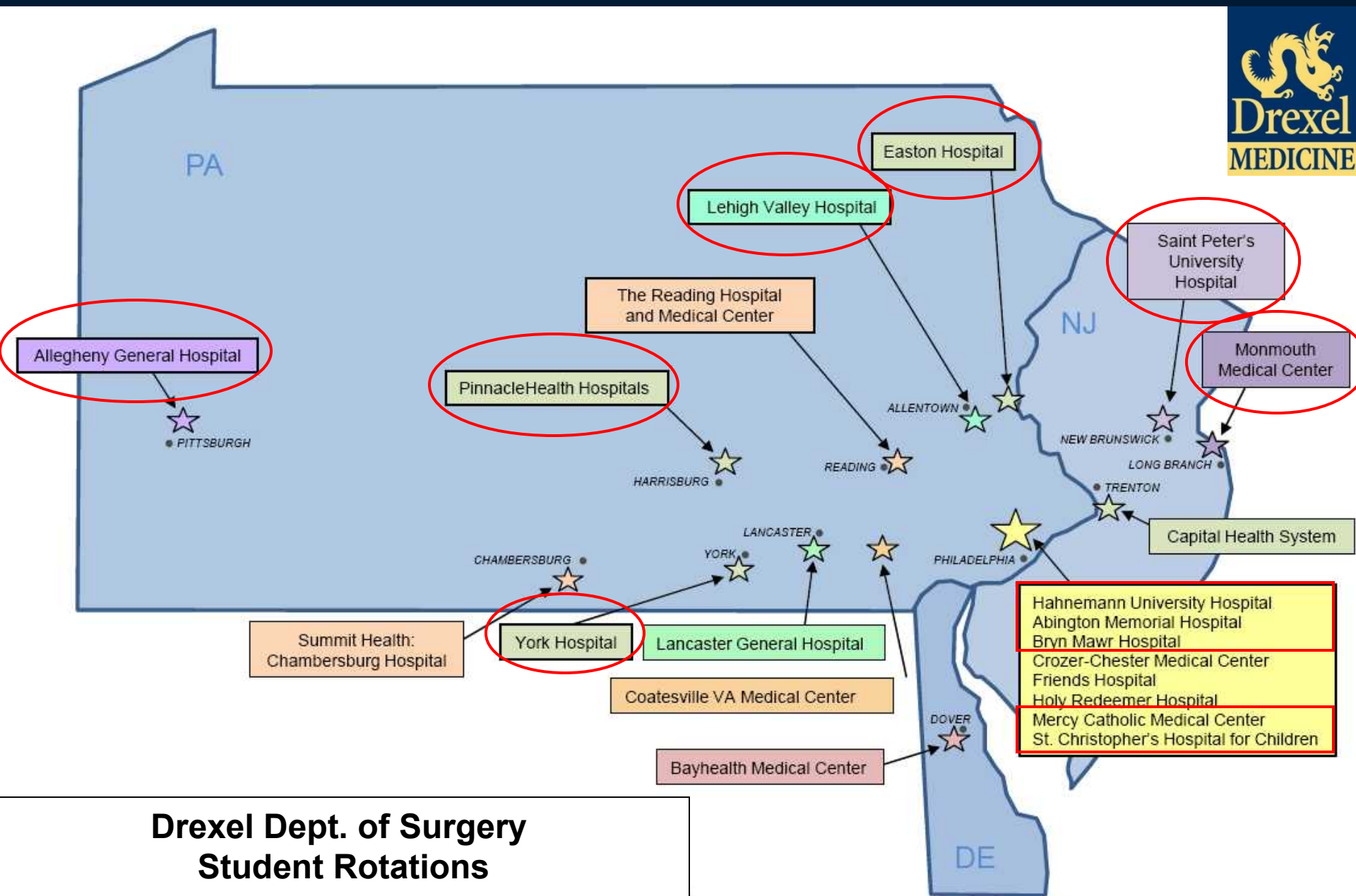


Connect and learn with many !



Social Media & Medical Education

- Engage/connect with 21st century learners
- It allows real time feedback.
- Information is current, immediately available in a range of different formats including video and podcasts.
- It allows asynchronous learning - anytime, anywhere, allowing you to integrate it into your daily life.



**Drexel Dept. of Surgery
Student Rotations**



Social Media & Medical Education

- Information overload can happen very quickly.
- It can be a significant distractor.
- It can be an invasion of the student's privacy.
- There are concerns about intellectual property.
- There is significant problems with regards to patient confidentiality.



Brand Identity

Policies & Procedures

Severe Weather

Media Relations

Social Media Policy

Marketing & Advertising

Fundraising

Political Activities

Corporate Compliance

DREXEL UNIVERSITY COLLEGE OF MEDICINE SOCIAL MEDIA POLICY

Policy: Social Media

Policy Number: UR-3

Effective Date: July 1, 2011

Responsible Officer: Executive Director of Marketing & Communications

I. PURPOSE

The purpose of this Policy is to manage the use of social media for the official business purposes of the College.

II. BACKGROUND

Social media is the use of web-based technology to communicate in an interactive manner; examples include Facebook, Wikipedia, Twitter, YouTube and blogs. Social media is a prominent form of communication, and because of that, posting information to these types of sites poses challenges for all members of the Drexel University College of Medicine community, including administrators, physicians, faculty, staff, residents, fellows, and students.

Drexel University College of Medicine respects your right to interact knowledgeably and socially, however interaction with social media can greatly impact you, our patients, our colleagues and our students. Therefore, the entire Drexel University College of Medicine community has a responsibility to maintain the integrity of the institution no matter where, when or how they interact with social media.

III. SCOPE OF USE

The Drexel University College of Medicine social media guidelines apply to any use of social media for promoting the College, departments within the College, physicians, faculty and staff of the College, and medical practices related to the College.

IV. APPLICABLE MEMBERS

This policy applies to the Drexel University College of Medicine community, including administrators, physicians, faculty (including non-compensated faculty), staff, residents, and fellows.

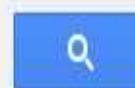
Menu Font Size A A A

f Share

Tweet

ShareThis

+1



Home



Profile



Explore



Events



Photos



Circles

All

Surgery

Featured on G..



Share what's new...



Justin Gorski Jul 27, 2012 - Mobile - Limited

Video showing Dr. Hickman himself placing a Hickman catheter. Pretty cool.

[Tunneled Hickman Catheter Insertion - BARD](#)

Video of a cadaver dissection of the inguinal region. Helps get a handle on the anatomy that I find difficult to visualize.

[Anatomy of the Groin \(Inguinal region \)](#)

+1



+1

Add a comment...

28 IN SURGERY



Add by name

SUGGESTIONS



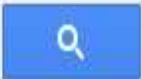
Katrina Foo

Add



Garrett Keim

Add



Home



Profile



Explore



Events



Photos



Circles



Add a comment...



D. Scott Lind Jun 25, 2012 - Limited

Please view this video



+1



+1

28 IN SURGERY



Add by name

SUGGESTIONS



Katrina Foo

Add



Garrett Keim

you laugh and laugh, wh...

Add



Meredith Sternstein

Add

SPREAD THE LOVE



Home



Profile



Explore



Events



Photos



Circles



Local



More



Add a comment...



D. Scott Lind Jun 23, 2012 - Limited

Check out this operative video!



+2

28 IN SURGERY



Add by name

SUGGESTIONS



Katrina Foo

Add



Garrett Keim

you laugh and laugh, wh...

Add



Meredith Sternstein

Add

SPREAD THE LOVE



Share this circle

Recommend your circle to others



Home



Profile



Explore



Events



Photos



Circles



Add a comment...



D. Scott Lind Jun 25, 2012 - Limited

Please see this Surgery Step 2 question.

1. A 27-year-old male is brought to the emergency room by ambulance following a high speed motor vehicle accident. He was the driving at 50 mph and went off the road hit a tree head on. He bent the steering wheel as a result of the impact. He was conscious at the scene and the pre-hospital time was 30 minutes. He arrives to the emergency room on a backboard with a cervical collar in place and an air splint on his right lower extremity. His vital signs are BP=100//80, Pulse 120, Respirations=17, Temperature= 37°C. His Glasgow coma scale (GCS) is 8. The immediate next step in management is:
- a. Administer 3 liters of crystalloid solution.
 - b. Assess the airway.
 - c. Administer 2 liters of oxygen by nasal cannula.
 - d. Listen for breath sounds.
 - e. Apply in-line traction to his broken leg.
 - f. Obtain a CT scan of the head.

[Collapse this post](#)



28 IN SURGERY



Add by name

SUGGESTIONS



Katrina Foo

Add



Garrett Keim
you laugh and laugh, wh...

Add



Meredith Sternstein

Add

SPREAD THE LOVE



Home



Profile



Explore



Events



Photos



D. Scott Lind Jul 9, 2012 · Limited

Check out these YouTube videos about a career in surgery

[redefiningsurgery's channel - YouTube »](#)

Redefining Surgery is a project sponsored by the Association for Academic Surgery, the Society for University Surgeons, and the American College of Surgeons to provide information for young bright stu...



28 IN SURGERY

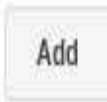


Add by name

SUGGESTIONS

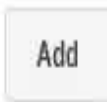


Katrina Foo



Garrett Keim

you laugh and laugh, wh...





redefiningsurgery's channel



Subscribe

Feed

Videos

Activity

Comments



redefiningsurgery uploaded a video 7 months ago



Redefining Surgery: The FUTURE of SURGERY

974 views

8:10



redefiningsurgery uploaded a video 7 months ago



Redefining Surgery: The SURGICAL LIFE

1,696 views

12:53



Surgeons & Social Networking





Questions

