Social Media to enhance your program

Thomas A Oetting
Ophthalmology
University of Iowa
When in Rome do as the Romans

- Marketing
  - Connect alumni/patients
  - Reputation
  - Recruiting
- “Academic” media
- Share content
- Comment on content
- Virtual Meeting
Not all playtime on social media

Percent Time Physicians spend on social media activity

- Healthcare news
- Peer discussion
- Marketing
- Patient engagement
Iowa Ophthalmology Social Media

Facebook
EyeRounds
Cataract.Surgery

Web Sites
EyeRounds.org
Gonioscopy.org
Cataract Greenhorns

Twitter

Vimeo

YouTube
Intravitreal Injection Technique

A Primer for Ophthalmology Residents and Fellows

Lorraine Myers (Provencher), MD, David Almeida, MD, PhD, Michael D. Abràmoff, MD, PhD

January 6, 2015
intravitreal injection technique

Intravitreal Injections - Wolfe Eye Clinic is a Leader - wolleeyeclinic.com

About 107,000 results (0.47 seconds)

Scholarly articles for intravitreal injection technique

Intravitreal injection technique - Doshi - Cited by 12

Intravitreal injection technique on pain level and vitreal reflux in intravitreal ... - Rodrigues - Cited by 42

Survey of intravitreal injection techniques among ... - Green-Simms - Cited by 55

Intravitreal Injection Technique: a primer - EyeRounds

www.eyerounds.org/tutorials/intravitreal-injection/ - Jan 6, 2015 - This article is intended to be a resource and primer for ophthalmology residents learning intravitreal injection. We aim to present a helpful, ...

How to Give Intravitreal Injections - American Academy of ...
## Google AdWords

### Keyword Planner

#### Find keywords

<table>
<thead>
<tr>
<th>Search terms</th>
<th>Avg. monthly searches</th>
<th>Competition</th>
<th>Suggested bid</th>
<th>Ad impr.</th>
<th>Add to plan</th>
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<td>1K - 10K</td>
<td>Low</td>
<td>$1.14</td>
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#### Keyword ideas

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Intravitreal Injection Technique

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Intravitreal Injection Technique: a primer - EyeRounds.org
www.eyerounds.org/tutorials/intravitreal-injection/
Jan 6, 2015 - This article is intended to be a resource and primer for ophthalmology residents learning
intravitreal injection. We aim to present a helpful,...

How to Give Intravitreal Injections - American Academy of...
https://www.aao.org/eyenet/article/how-to-give-intravitreal-injections
Injection technique. Some guidelines suggest pulling the conjunctiva over the injection site with forceps
or a sterile cotton swab to create a steplike entry path.

Intravitreal Injections - EyeWiki
eyewiki.aao.org/Intravitreal_Injections
Jump to Injection Technique - Variations in technique exist, and the following is an example of how the
author does intravitreal injections: Confirm...

Update on Intravitreal Injection Techniques - Review of Ophthalmology
https://www.reviewofophthalmology.com/.../update-on-intravitreal-injection-techniques...
May 8, 2014 - Update on Intravitreal Injection Techniques. On the anniversary of the consensus
The number of people your post was served to in the past 28 days.

### Women
- 36% People Reached
- 43% Your Fans

### Men
- 62% People Reached
- 56% Your Fans

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</table>
Iowa Ophthalmology Social Media

Facebook
- EyeRounds
- Cataract.Surgery

Twitter

Web Sites
- EyeRounds.org
- Gonioscopy.org
- Cataract Greenhorns

YouTube

Vimeo
Planned intracapsular cataract extraction
twerkz_dgfg  4 years ago
omg they stole his lens

Reply •  

Lylee Ro  5 years ago
BEAUTIFUL

Reply •  

MyPipboy3000  6 years ago
Wait a second...DID HE JUST TAKE HIS PUPLE OUT?!!! I'm very confused...

Reply •  

Gaze73  6 years ago
@SapeurPompiere69140 i have probably seen worse things than you did, I just have a thing for eyes ;p

Reply •  

Junihopernambucano jun  6 years ago
Oh my god! _o_o

Reply •  

1337roflipmao  6 years ago
first youtube video to make me shake >_<

Reply •  

Gaze73  6 years ago
This is the most disgusting thing i've seen yet, and i've seen a lot.

Reply •  

Planned intracap
Eyepodvideo

Add to  Share  More

64,479 views
Iowa Ophthalmology Social Media

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EyeRounds
Cataract.Surgery

Twitter

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EyeRounds.org
Gonioscopy.org
Cataract Greenhorns

Vimeo

YouTube
There's No Such Thing As A Lady Doctor

24 Mar 2016 | William Flanagan MD | 3 | 5755

The consult was for “decreased vision and eye pain.” Inpatient consults at the VA Hospital come up infrequently, but when they do, it’s inevitably something interesting. As soon as I access the patient’s medical record, a flashing rectangular box ensues a smattering of phrases such as “warning,” “inappropriate behavior,” and “female employee” pops up on the screen. I’m accompanied by one of our female residents, Dr. Smith. Once we leave our busy clinic, I inform her of our patient’s history of harassment. As concerned as I am about this piece of trivia, she brushes it off as if I told her she needed a coat in 80 degree weather.
There's no such thing as a Lady Doctor. A call-to-action for physicians everywhere.

buff.ly/2iEQ9B1 via @eyesteve
The best way male physicians can help their female colleagues

WILL FLANARY, MD | PHYSICIAN | APRIL 10, 2016

The consult was for “decreased vision and eye pain.” Inpatient consults at the VA hospital come up infrequently, but when they do, it’s inevitably something interesting. As soon as I access the patient’s medical record, a flashing rectangular box encasing a smattering of phrases such as “warning,” “inappropriate behavior,” and “female employees” pops up on the screen. I’m accompanied by one of our female residents, Dr. Smith. Once we leave our busy clinic, I inform her of our patient’s history of harassment. As concerned as I am about this piece of trivia, she brushes it off as if I told her she needed a coat in 80-degree weather.

We exit the elevator on the 8th floor, turn right, and as we pass the nurse’s station are asked who we are looking for. We must have seemed lost. Ophthalmologists do not frequent the inpatient floors. After finding the patient’s room, I introduce myself and Dr. Smith before beginning our evaluation. We work quickly as a team, taking turns checking vision, intraocular pressure, pupils, and visual fields. An ophthalmology exam has many moving parts, so it’s nice to have a partner. As we proceed through our choreographed activity, the patient stops us, looks at Dr. Smith and barks, “Hey honey, can you hand me that cup of water?” Without skipping a beat, she responds, “Actually, it’s Dr. Smith, and yes I can.” We wordlessly finish our exam, explain the findings and plan with the patient and leave the room. Once back in the elevator, I shake my head, “I’m sorry you have to deal with that kind of thing.” My fellow resident sighs, “Whatever, I’m used to it.”
Twitter at the 2014 and 2015 Annual Meetings of the American Academy of Ophthalmology

The use of social media within medicine has increased dramatically in recent years, as physicians, academic journals, professional societies, and industry groups now use social media platforms such as Facebook and Twitter to share information. Founded in 2006, Twitter is an online service that enables users to send and read short messages of ≤140 characters called “tweets.” By searching for a specific hashtag, such as #ophthalmology, a user can selectively view only tweets inclusive of this hashtag, creating a filtered list of solely ophthalmology-related tweets. Similarly, professional societies such as the American Academy of Ophthalmology (AAO) encourage participants at its meetings to tweet using a designated hashtag such as #AAO2015 to promote the meeting and enable Twitter users worldwide to engage in a discussion related to content shared at the meeting. The use of Twitter at medical conferences has been reported in the literature of several specialties, including emergency medicine, general surgery, oncology, radiocontent shared. In this analysis, we used a previously published methodology to categorize the content of each tweet into the following categories: meeting, social, logistical, or advertising. When this methodology failed to clearly distinguish between categories, such as if a tweet contained both meeting and logistical content, additional clarifying criteria were added to create the improved methodology seen in Table 1. Using this modified methodology, we found the majority of original tweets by ophthalmologists contained content related to the meeting (79% in 2014 and 66% in 2015), followed by content categorized as logistical (4% and 12%), or adv

Table 2 (available at www.aaojournal.org) of tweet categorization by both ophthalmologists.

To evaluate the specific contribution the Twitter discussion, we used Twitter searches (Google, Inc., Mountain View member directory to identify any ophthalm original tweets. During the 2014 meetin

STEVEN M. CHRISTIANSEN, MD
THOMAS A. OETTING, MD
NATASHA L. HERZ, MD
JANICE C. LAW, MD
CHRISTOPHER P. O’BRIEN, MD, MBA
PURNIMA S. PATEL, MD
ROMA PATEL, MD, MBA
JEFF H. PUTJEY, MD
DIANA R. SHIBA, MD
GRACE SUN, MD
TAMARA FOUNTAIN, MD
Ophthalmologists Tweeting at AAO 2015

Tweet Content:
- Meeting: 66%
- Social: 19%
- Advertising: 12%
- Logistical: 3%

Practice Location:
- North America: 64%
- Europe: 14%
- South America: 12%
- Asia: 9%
- Australia: 1%

Career Stage (Years):
- Trainee or less than 10: 63%
- 11 to 20: 26%
- 20+: 11%
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Twitter

Web Sites
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Cataract Greenhorns

Vimeo

YouTube
Iowa Ophthalmology Social Media

EyeRounds.org
- Executive editor – Librarian 0.2 FTE
- Chief medical editor – elected PGY4
- Board – voluntary elected residents and faculty
- Alumni association pays residents $150/case; $10/atlas picture; $150/video

Social media
- Director – 0.8 FTE
- External Relations executive 0.05 FTE
- Committee – volunteer faculty and residents
Thank you!