Use of Social Media to Promote Continuous Learning: A Phased Strategy for Graduate Medical Education Fellowship Implementation

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BACKGROUND

• Popular sites such as Facebook, Twitter and LinkedIn are often employed to promote and make available breaking news or communication.
• These broadcast/networking technologies are increasingly recognized as offering many benefits that can be effectively integrated into medical education utilizing currently available platforms such as smart phones and tablet computers.

PURPOSE/OBJECTIVE

• Clinical developments continue to grow at an accelerated rate, challenging the existing paradigm of information access, dissemination and learning by trainees.
• The aim of this study was to deliver relevant, concise and newly emerging information on cardiovascular disease using Twitter, and assess its impact.

METHODS

• A Twitter account for our institution’s cardiovascular disease fellowship program was established.
• All fellows and faculty were encouraged to follow tweets for clinical developments.
• To assess Twitter use, participation rates and the number of tweets by topics and followers were tracked longitudinally.
• Impact on fellows was assessed through a brief evaluation survey and an emailed clinical vignette quiz that required the application of evidence to clinical questions.

RESULTS

• Since project onset in September 2013, there have been 458 tweets, including 21 Health Insurance Portability and Accountability Act (HIPAA)-compliant photos and videos, available to 48 followers, including 7 faculty and 20 current or former fellows.
• More than 60% of fellows achieved perfect quiz performance scores.
• Evaluations were completed by 94% of fellows (15/16), 25% of whom report checking for information at least every other day, 50% once a week, and 25% once a month.
• Trainees report more frequent literature-based deliberations with faculty since Twitter inception.

CONCLUSION

Twitter can deliver relevant, concise and newly emerging clinical information to trainees, impacting their ability to apply evidence to clinical problems. Trainee and faculty engagement with Twitter increases over time.

REFERENCES


EXAMPLES OF HIPAA COMPLIANT IMAGES USED

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