



BBTS Annual  
Conference 2016

# Social Media and medical education: The TeamHaem experience

**Jennifer Young**

Haematology Registrar

Emily Graves, Andrew McGregor, Rachel Evans, Laura Dunning



**BBTS Annual Conference 2016**

*21st - 23rd September*

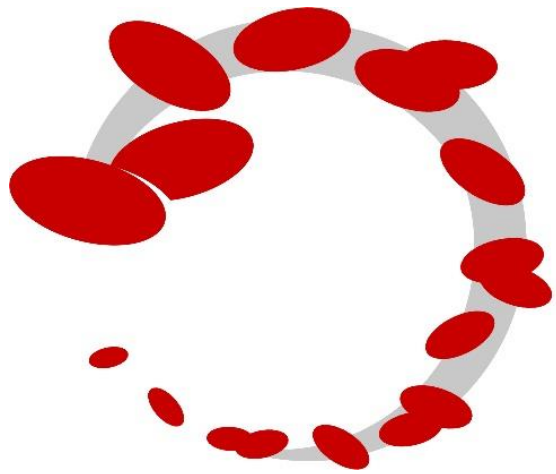
# We'll cover:

- Using social media for education
  - What we do
    - Teamhaem
  - Why we do it
  - Why you should do it
  - Why you don't do it

# What is social media?



What we do....



**TEAM****HAEM**  
EXPLORE HAEMATOLOGY





**TEAMHAEM**  
EXPLORE HAEMATOLOGY

# : the basic concept

0000 EE WiFi 20:51

**Tweet**

**Paresh Sewpaul** @Paresh\_Sew... 15/03/2016  
@TeamHaem flow cyto would suggest mantle cell lymphoma CD5+ CD20+ CD23-. Would recommend FISH analysis to confirm diagnosis. #teamhaem

**TeamHaem** @TeamHaem 15/03/2016  
@Paresh\_Sewpaul what are you 'fishing' for? #teamhaem

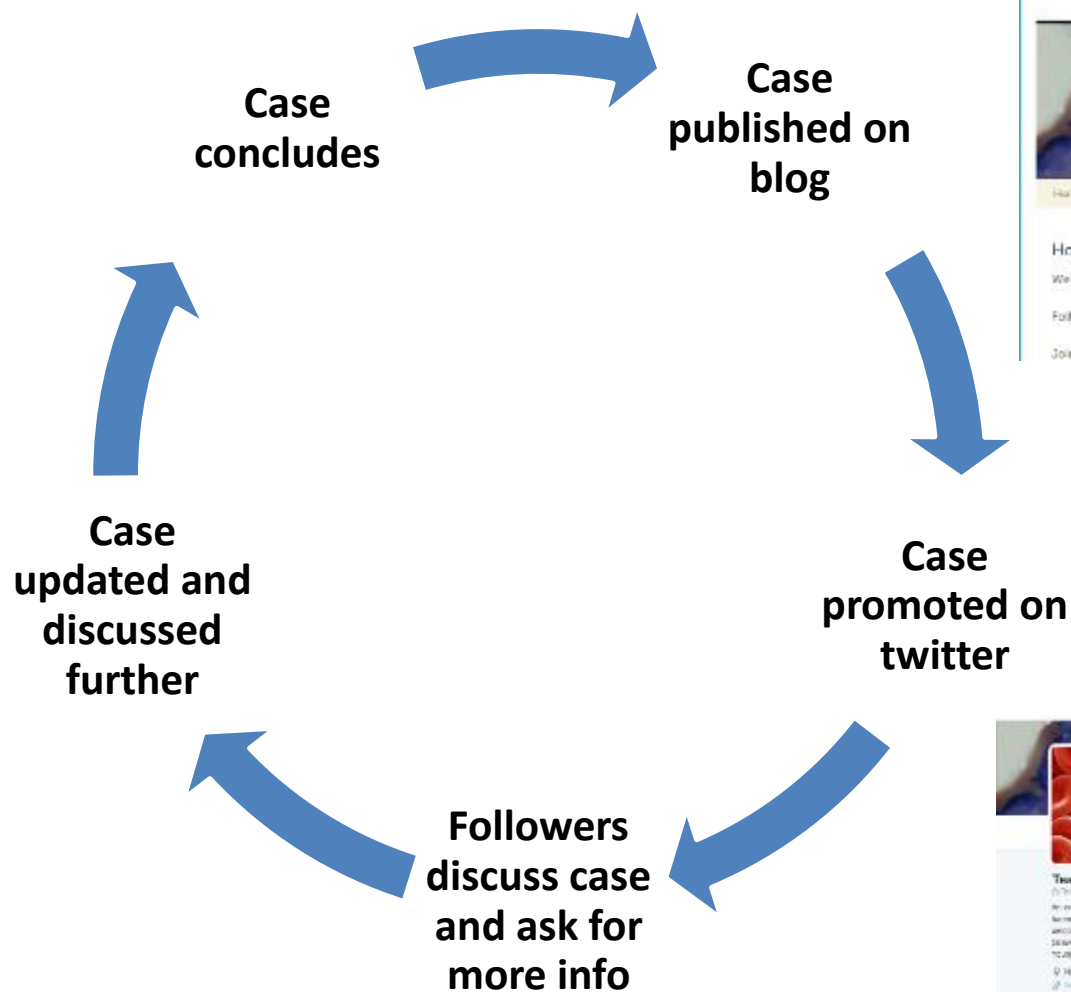
**Paresh Sewpaul** @Paresh\_Sew... 16/03/2016  
@TeamHaem so, how are we going to treat this patient ? #teamhaem

R-CHOP	100%
Ibrutinib	0%
Acalabrutinib trial?	0%

3 votes • Final results

Reply to @suzannedocherty, Paresh Sew

Home Notifications Moments Messages Me





**TEAMHAEM**  
EXPLORE HAEMATOLOGY

## The journey so far....

- Established 2012
- Attracted > 2500 followers from > 100 countries
- 64 cases published to date
- Demonstrated longevity of an educational tool on social media



# Opportunities

- Involvement in other educational projects
  - Guest spots on twitter
  - Medshr
  - BSH presentation
  - Lymphoma UK
- Posters:
  - BSH
  - DEMAC
  - EHA



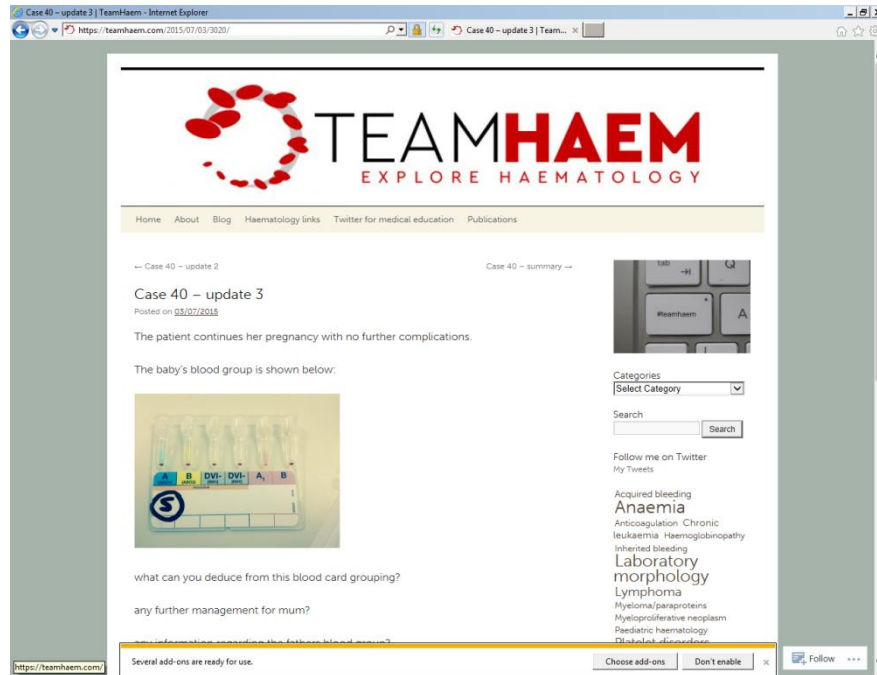


## Disadvantages

- Workload – (for teamhaem!)
- Reluctance from some to participate – confidentiality/professionalism (dismissive – discuss later)
- Difficulty receiving feedback
- Difficult to quantify usage



# Why you should use social media...



**Haemovigilance Guy**  
@Haemovigilante

**#whyfoamed** Just happened upon FOAM education ... Now need to start the journey of discovery!!!



TUE, FEB 09 2016 05:19:00

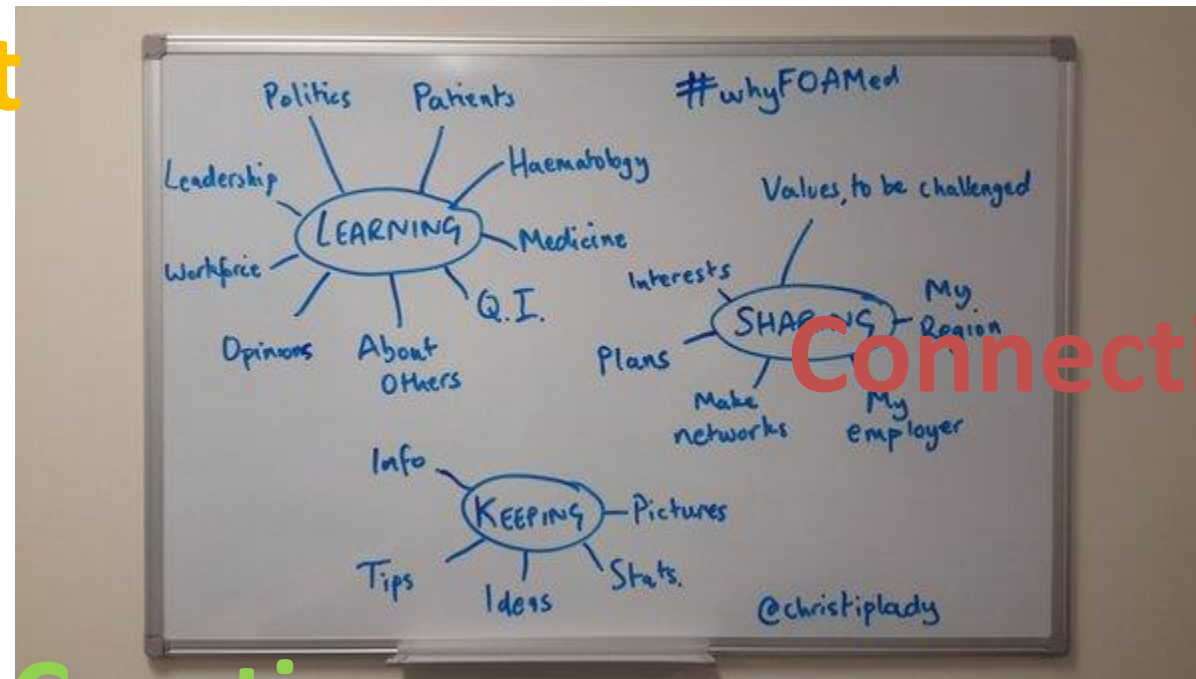


@TeamHaem good teaching & learning on the run #whyFOAMed? On hols. husband has flu -what else to do?! Good view tho! [pic.twitter.com/wxRJUGzg3B](https://pic.twitter.com/wxRJUGzg3B)



DR SUZY MORTON @TRANSFUSIONNWM · SAT, JAN 23 2016 21:56:04

Content



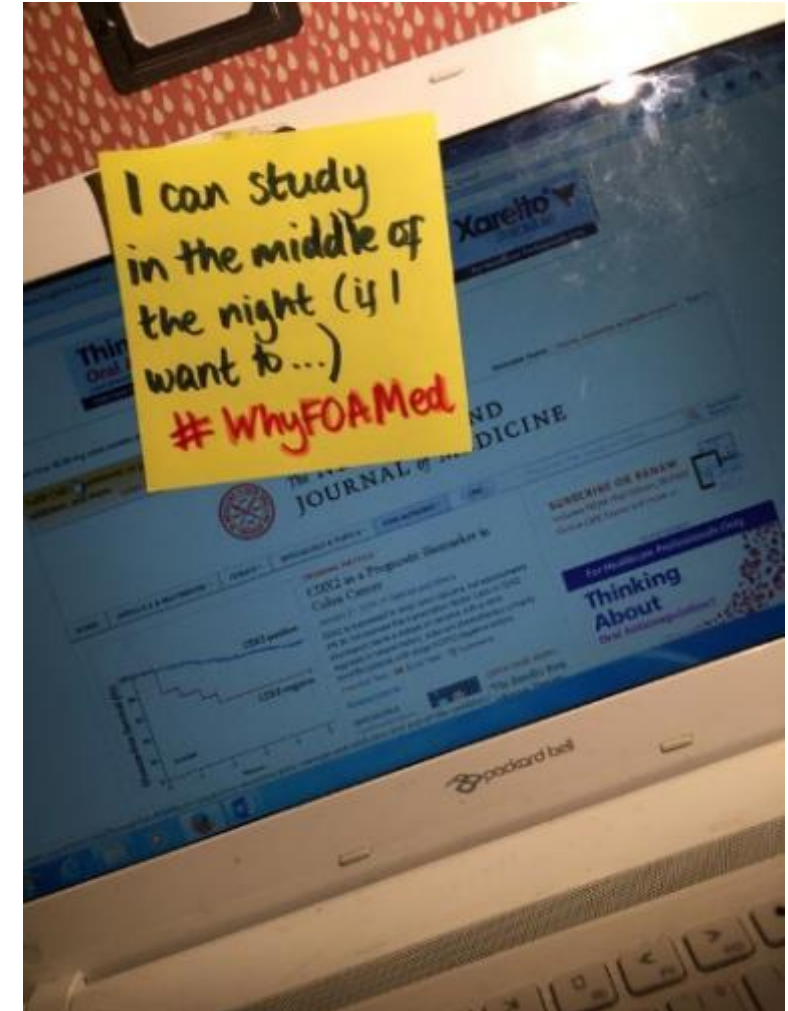
Connectivity

Curation

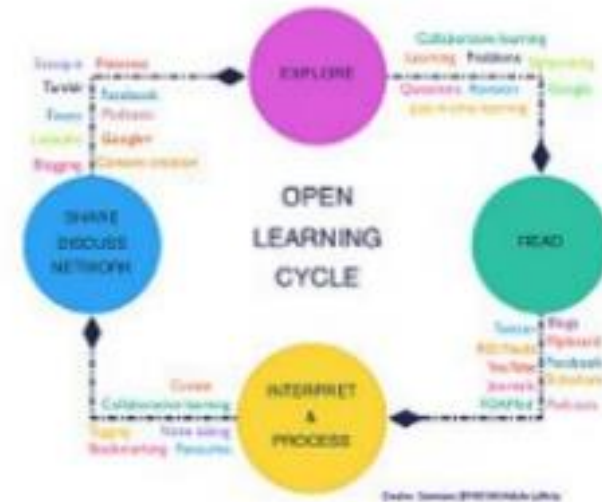
# Benefits for the teacher and learner

## Asynchronous learning

- Training pressures
- Personal time
- Location-free
  - Training pressures
  - Sharing of international perspectives
  - Sharing of practice between institutions



# Advantages for the teacher



Natalie Lafferty  
@nlafferty

@TeamHaem #WhyFOAMed because you can curate and share learning across #meded & avoid re-inventing the wheel [scoop.it/t/foamed-free-...](http://scoop.it/t/foamed-free-...)

TUE, FEB 09 2016 12:42:22



@TeamHaem @stemlyns @LITFLOfficial @\_NMay @EMManchester @mtndphd  
#whyFOAMed - it supports an open learning cycle [flic.kr/p/y22pzF](http://flic.kr/p/y22pzF)

NATALIE LAFFERTY @NLAFFERTY · MON, FEB 08 2016 22:48:15

# Advantages for the learner

- Non-hierarchical; inclusive – a real MDT
  - Medical students
  - Junior doctors
  - Consultants
  - Nurses
  - Pharmacists
  - Biomedical scientists
  - Charities
  - Educationalists
  - Academics



Kate Granger  
@GrangerKate

@TeamHaem Fundraising, campaigning, professional opportunity, education, networking, friendship, support, conversation. No hieraerchy...



SUN, FEB 14 2016 14:40:31



Nick Murch  
@AcuteMedEd

Medical Education. For collaboration and teaching purposes. Up to date info from round world [twitter.com/TeamHaem/statu...](https://twitter.com/TeamHaem/status/661111111111111111)



SUN, FEB 14 2016 14:43:11



# Personalised newsfeed

- Highly selective and specialist news to your phone
- Based on the interests of your network...
- New publications
- Medical news
- Debate
- Charity and patient organisation developments
- Promote your own trials, services, research

– *Creating an online community of practice*



Katie Bushby  
@BushbyKate

All these plus Twitter offers eg [#RareDisease](#) community forum to share policy/ advocacy issues [@TeamHaem](#) [@MDUK\\_News](#)  
[twitter.com/grangerkate/st...](#)



SUN, FEB 14 2016 14:47:37



# Keep up to date



Justin Kreuter, MD  
@KreuterMD



Following

Pre-procedure plasma  
[ncbi.nlm.nih.gov/pubmed/26947202](https://ncbi.nlm.nih.gov/pubmed/26947202) and  
platelets [ncbi.nlm.nih.gov/pubmed/26559936](https://ncbi.nlm.nih.gov/pubmed/26559936)  
\*fail\* to optimize! #blooducation



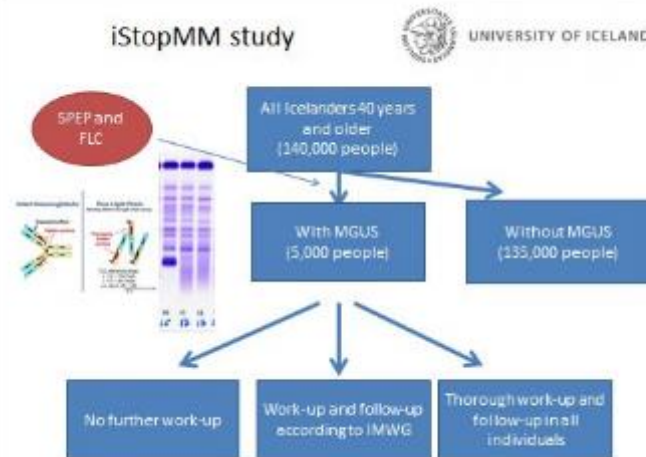
Sigurdur Kristinsson  
@sykristinsson



Follow

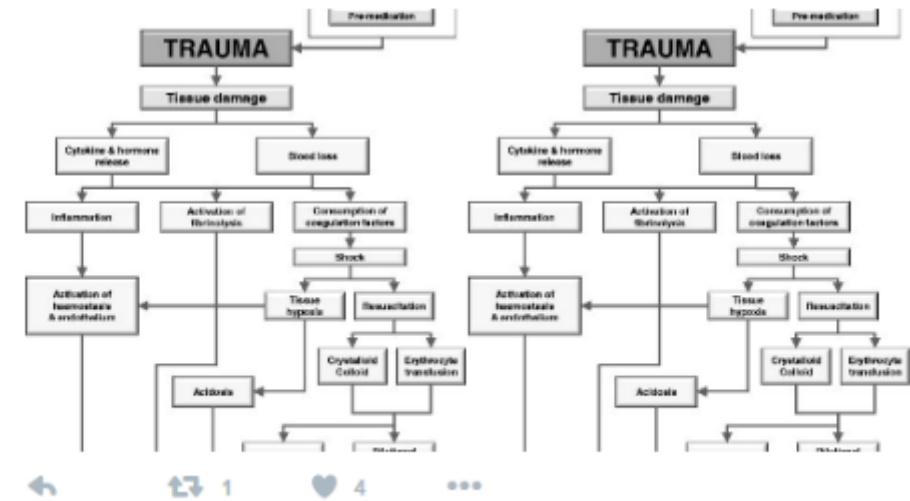
Very excited re upcoming Icelandic MGUS  
screening study (iStopMM). @IMFmyeloma  
@TheBindingSite @Haskoli\_Islands

## iStopMM study



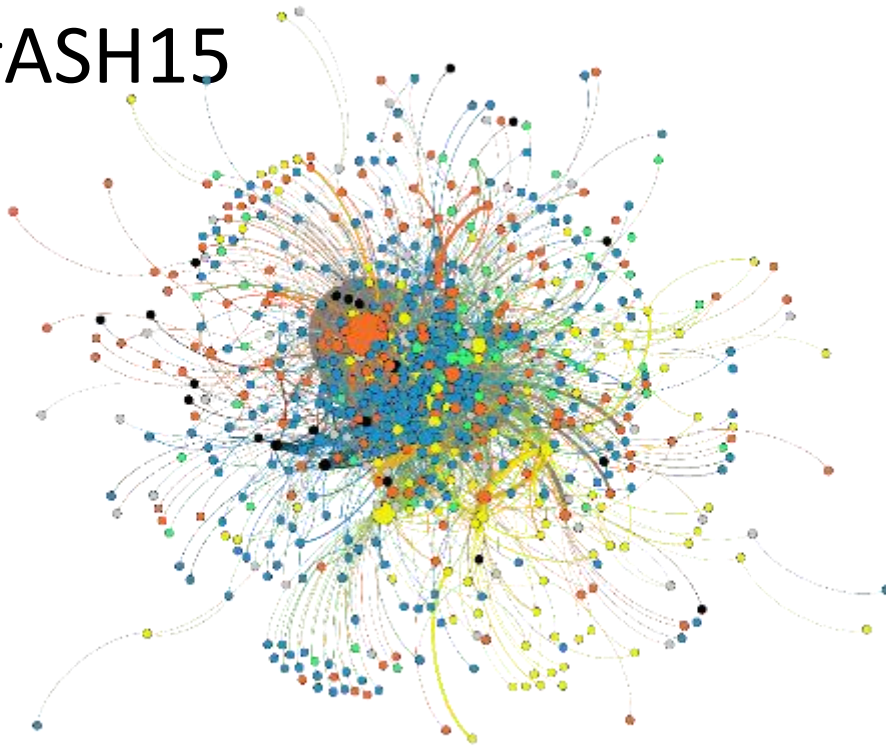
Dr Suzy Morton @TransfusionWM · May 12

European trauma guidelines -good trauma  
coagulopathy pic. Bedtime reading for  
#haemSpRs?  
[ccforum.biomedcentral.com/articles/10.11](https://ccforum.biomedcentral.com/articles/10.11)



# 'Attend' conferences

- #BBTS2016
- #haem2016
- #ASH15



**Dr Suzy Morton** @TransfusionWM · Apr 20

No difference in OS in 50-60yo pts and >60yo undergoing alloSCT for MDS (may represent good pt selectn) [lirias.kuleuven.be/bitstream/1234...](https://lirias.kuleuven.be/bitstream/1234...)

[#haem2016](#)



[View conversation](#)



**TeamHaem** @TeamHaem · Apr 20

Prof Mufti - age alone not impacting on survival in reduced intensity allograft for MDS [#teamhaem](#) [#haem2016](#)



2



1



**Dr Ellie Jesky** @Paediatrichaem · Apr 20

Liz Gore agrees that whilst exciting times for relapsed B-ALL novel strategies still needed for patients with Tcell disease. [#haem2016](#)



**TeamHaem** @TeamHaem · Apr 20

We're transplanting more elderly people to offer a cure from MDS. Risk of short and long term morbidity... Difficult decisions. [#haem2016](#)



1



1



Gerard Crotty liked



**BSH - Haematology** @BritSocHaem · Apr 20

Prof Mufti talking about allogeneic transplant in MDS who are above aged 65 - difficult decisions. [#haem2016](#)



1



2





# Journal clubs



## GIM Journal Club

@GIMJClub

EBM | Once a month Twitter GIM Journal Club | Rotating chair who will nominate paper | Date set each month for Twitter chat | [#genmedjc](#)

📍 Library

[Tweet to GIM Journal Club](#)



## Nephrology Jrnl Club

@NephJC

A twice monthly nephrology journal club that meets on Twitter. Hashtag [#NephJC](#)

📍 twittersphere

[NephJC.com](#)

📅 Joined April 2014

[Tweet to](#)

[Message](#)



## Urology JC #urojc

@iurojc

International Urology Journal Club on Twitter. Asynchronous chat over 48hrs - first Sun/Mon each month depending on timezone. Hashtag for discussion is [#urojc](#).

📍 International Urology

[iurojc.wordpress.com/about](#)

📅 Joined October 2012

[Tweet to](#)

[Message](#)



## Rheum Journal Club

@RheumJC

Rheumatology Journal Club on Twitter: [#RheumJC](#)

📍 Worldwide

[rheumjc.com](#)

📅 Joined February 2013

[Tweet to Rheum Journal Cl...](#)

# Disease specific hashtags

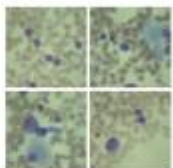


16 13



**Blood Buff** @Blood\_Buff · May 1

Some beautiful sea-blue histiocytes! #hemepath



**G. Paterakis, MD PhD** @GSPATERAKIS

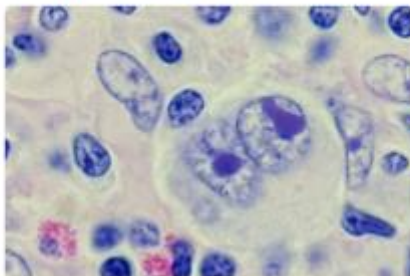
B-Acute Lymphoblastic #Leukemia bcr/abl positive with atypical #histiocytosis

1 1



**Chris Cogbill, MD** @chriscogbillmd · May 1

Minion cell. #hemepath



POG Research and 32 others follow



**Patient Power** @PatientPower · May 13

Your #myeloma news w/ experts from @UCSFHospitals @sloan\_kettering @MDAndersonNews @JatinShahMD @SparkCures ow.ly/n44F3008Jai #mmsm

2 3



Mehdi Hamadani Retweeted

**Karen Sweiss** @KarenSweiss · May 13

CHAMPION 1: phase 1/2 study of weekly carfilzomib and dexamethasone for relapsed or relapsed/refractory MM #mmsm m.bloodjournal.org/content/early/

4 3



**Myeloma Teacher** @MyelomaTeacher · May 12

.@ePatientDave found it surprising that patients weren't paid to give their opinion #cccc16 #mmsm

3 2



Tim Fenske and 1 other Retweeted

**Carole S Giampalmi** @CGiampalmi · May 11

Bristol-Myers Squibb (BMY), AbbVie (ABBV) Announce EC Approval of Empliciti Combo as MM Treatment #mmsm streetinsider.com/dr/news.php?id...

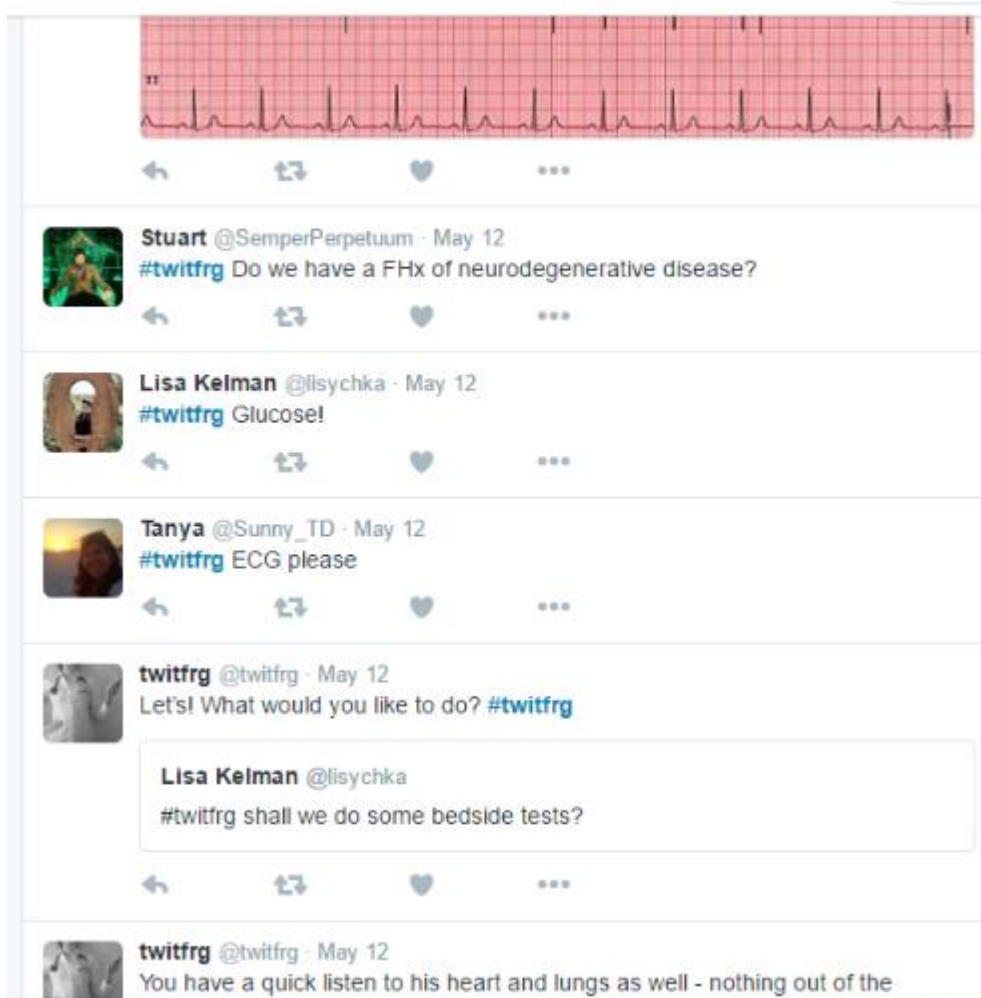
7 3



**Dana-Farber** @DanaFarber · May 11

Lori Alf's Fight Against Multiple Myeloma and the Miracle Cure that Saved Her: bit.ly/24Hbadl #mmsm

# Tutorials



A screenshot of a Twitter thread. At the top is a horizontal ECG strip. Below it are four tweets. The first tweet is from Stuart (@SemperPerpetuum) asking about a family history of neurodegenerative disease. The second is from Lisa Kelman (@lisychka) saying 'Glucose!'. The third is from Tanya (@Sunny\_TD) saying 'ECG please'. The fourth is from @twitfrg asking 'Let's! What would you like to do? #twitfrg'. Below this tweet is a reply from Lisa Kelman asking if they should do some bedside tests. The thread ends with a tweet from @twitfrg saying 'You have a quick listen to his heart and lungs as well - nothing out of the'.

Stuart @SemperPerpetuum · May 12  
#twitfrg Do we have a FHx of neurodegenerative disease?

Lisa Kelman @lisychka · May 12  
#twitfrg Glucose!

Tanya @Sunny\_TD · May 12  
#twitfrg ECG please

twitfrg @twitfrg · May 12  
Let's! What would you like to do? #twitfrg

Lisa Kelman @lisychka  
#twitfrg shall we do some bedside tests?

twitfrg @twitfrg · May 12  
You have a quick listen to his heart and lungs as well - nothing out of the



A Twitter profile card for ECGclass. It features a blue header with a white ECG strip. Below the header is the profile name 'ECGclass' and the handle '@ECGclass'. The bio describes it as a weekly ECG Quiz with discussion, founded by @DrHethWeth in 2012 and entrusted to @CardiacDoctor in 2016. It also shows the location as UK, the website KeepingECGsSimple.co.uk, and the join date as January 2013. At the bottom are buttons for 'Tweet to' and 'Message'.

**ECGclass**  
@ECGclass

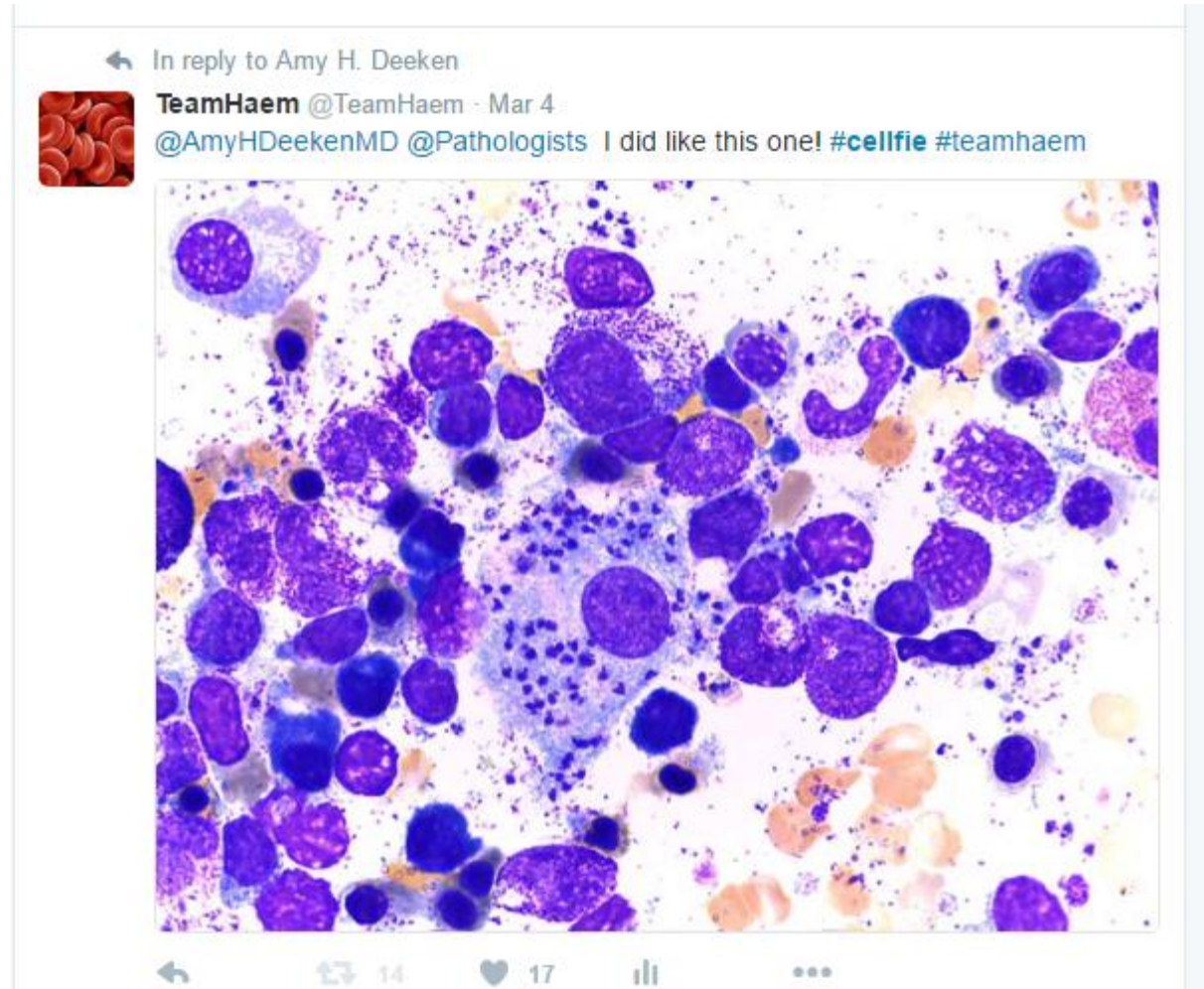
Twitter feed for #ECGclass: A weekly ECG Quiz with discussion. Everyday ECGs in GP land. Founded by @DrHethWeth in 2012 and entrusted to @CardiacDoctor in 2016

UK  
KeepingECGsSimple.co.uk  
Joined January 2013

Tweet to Message



# Network



# Why you don't do it

- You are “too old”
- You are technophobic
- You are too serious
- Information overload...

# The best reason



Chris Biggin

@chrisbiggin

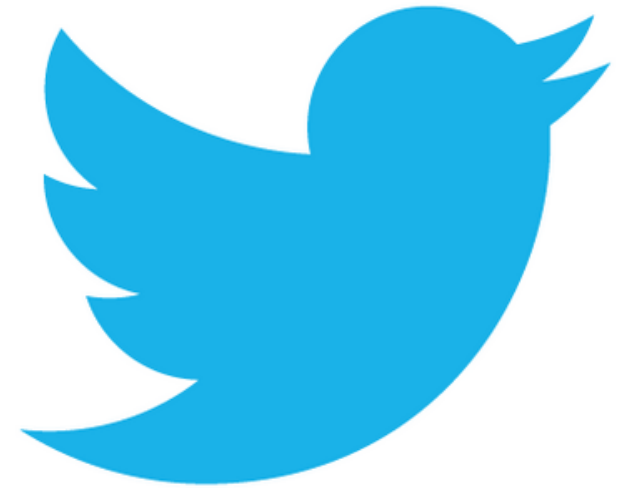
#WhyFOAMed? More reading, learning, challenge in 2yrs  
compared to previous 20, on demand @TeamHaem @sandnsurf  
@slemfoam @christiplady



TUE, FEB 09 2016 05:21:36

# Have we convinced you?

- (if you haven't got an account see [teamhaem.com](http://teamhaem.com))
- Follow @teamhaem
- Read a case on our blog
- Ask questions, make comments, create discussion
- In your Tweet use #teamhaem



# #teamhaem

- Tweet your thoughts/opinions
  - Do you think social media has a role in education?
  - Used twitter before?
  - New to twitter and need some direction?
  - Advantages/benefits?



Questions???



#teamhaem