

Why Twitter?

Physicians and Social Media --The State of the Art-- HRS 2013

John Mandrola MD (Baptist Medical Associates, Louisville KY)

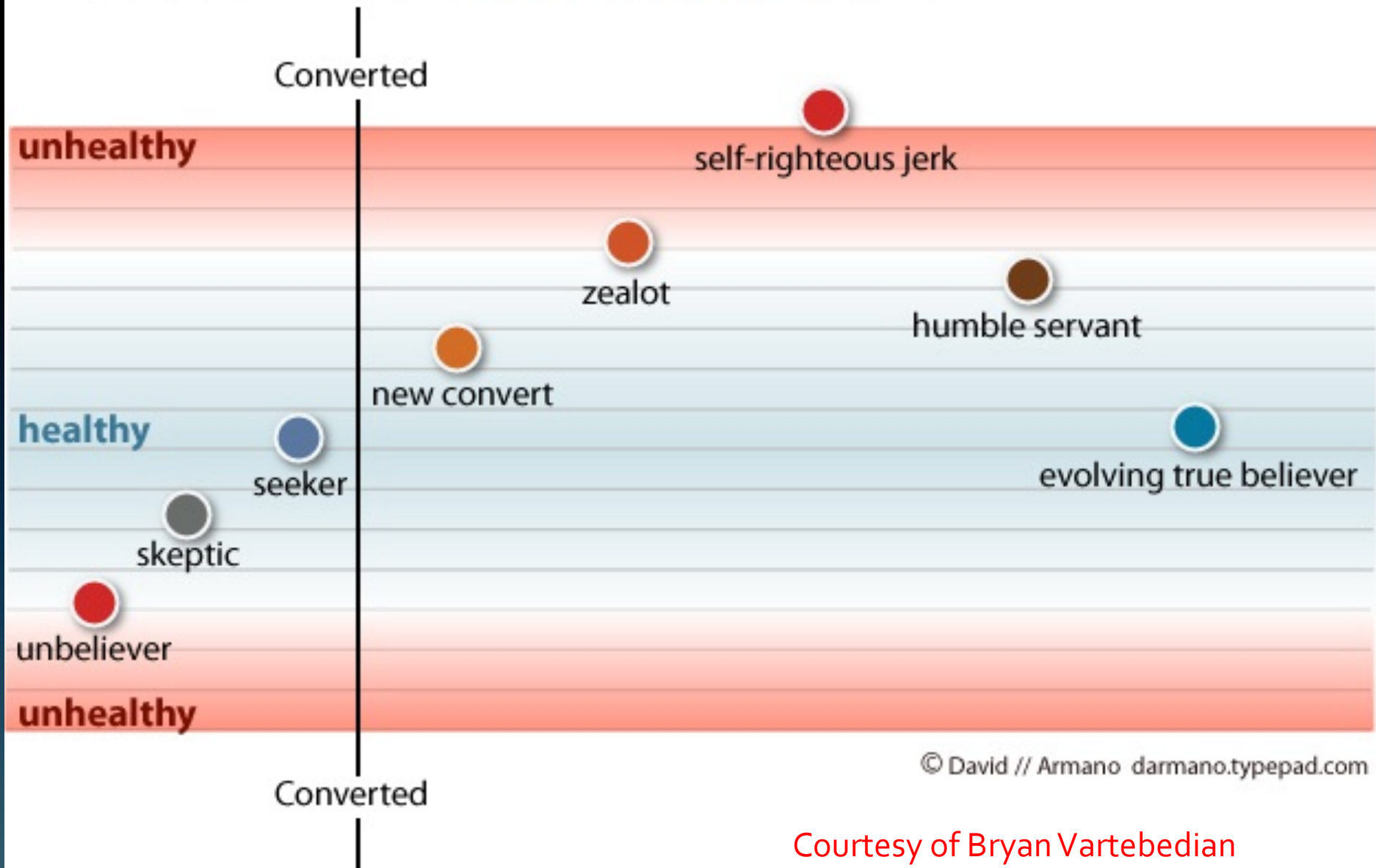
Twitter [@drjohnm](https://twitter.com/drjohnm)

Personal blog www.drjohnm.org

[DrJohnM on FaceBook](https://www.facebook.com/DrJohnM)

Trials and Fibrillations -- www.theheart.org

The Social Media Conversion Scale



Courtesy of Bryan Vartebedian

Social Media for me

- I love Medicine
- I'm inspired to write about it
- Doing good makes me feel good
- I'm freaky about education
 - I love learning
- Social Med helps archive useful information –digital notebook
- Display humanness
- Connect





If I can do it,
so can you

It's easy

Basic courtesy and human nature also apply to Social media

Be nice

Be positive

Be real

Be honest

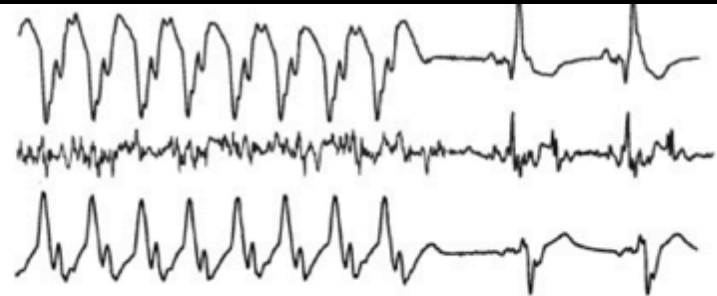
Share

Master the obvious

Ten Simple rules for docs on Social Media

Dr. John M


...cardiac electrophysiologist, cyclist, learner



[HOME](#) [ABOUT](#) [AFIB](#) [HEART HEALTHY](#) [POLICY](#) [DOCTORING](#) [CARDS/INTERN MED](#) [CYCLING](#) [NORMAL HEART RATE?](#)

Ten simple rules for doctors on Social Media

APRIL 18, 2013[EDIT]

 Tweet 100

in [SOCIAL MEDIA/WRITING/BLOGGING](#)



Ten Simple Rules

- Don't be afraid – your voice is important; people will listen
- Never post when angry
- Strive for accuracy
- When in doubt, pause.
- Respect PHI
- Ask permission
- Be respectful
- Another Pho rule: “Never engage criticism.”
- Be careful friending patients online
- Educate yourself and ask questions – Doctors online are mostly nice.

What the heck is Twitter?

- It's an online social networking service and micro-blogging service.
- Users can send and read text-based messages of up to 140 characters.
- Tweets can also include links and images.

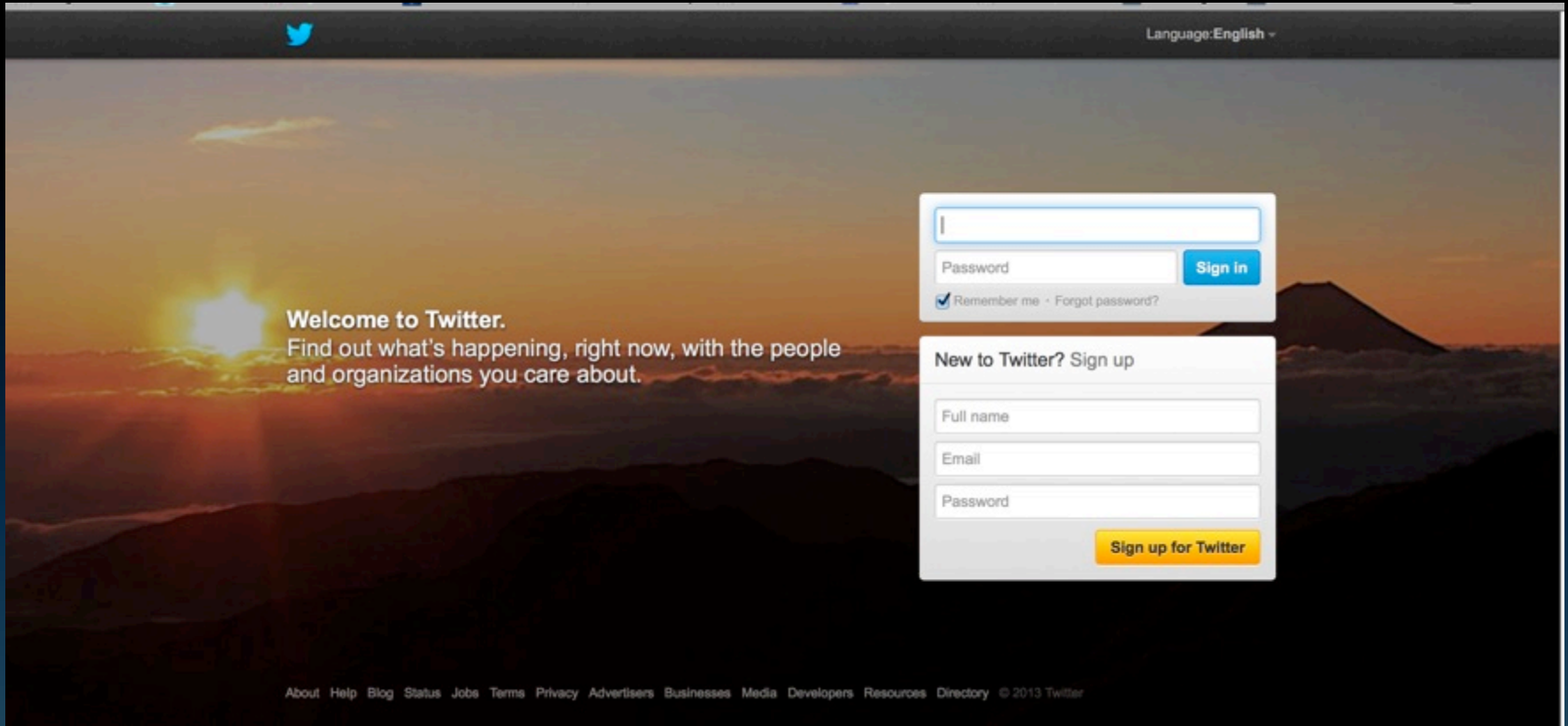
Twitter

- “The fastest, simplest way to stay close to everything **you** care about.”

You ... That's the point

- You follow who you want. It's filterable to you.
- It's easy
- It's immediate
 - Witness the Boston Marathon bombing
- It's (mostly) real people with real voices
- You learn -- links
- You (can) interact ... or not
- You can make change
- Opportunities

Sign Up in Minutes



The image shows a screenshot of the Twitter website's sign-up page. The background is a scenic landscape with mountains and a sunset. The Twitter logo is in the top left, and the language is set to English in the top right. The main content area features a welcome message and two sign-up forms.

Welcome to Twitter.
Find out what's happening, right now, with the people and organizations you care about.

Sign in form:
A text input field for the username, a password input field, a "Sign in" button, and a checkbox for "Remember me" with a link for "Forgot password?".

New to Twitter? Sign up
Three stacked text input fields for "Full name", "Email", and "Password", followed by a yellow "Sign up for Twitter" button.

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Write a bio and put up a pic



John Mandrola, MD

@drjohnm

Heart rhythm doctor, contributor to <http://theHeart.org>, learning to write, bike racer and advocate for healthy living through exercise and good choices

Louisville, KY · <http://drjohnm.org>

Bios



Jennifer Gunter

@DrJenGunter FOLLOWS @DRJOHNM

OB/GYN, writer, sex health expert, defender of evidence-based medicine. I wield the lasso of truth. Tweets are not medical advice. I speak for no one but me.

• <http://www.drjengunter.com>

48,010
TWEETS

8,317
FOLLOWING

15,030
FOLLOWERS

955
LISTED



Following

Followed by [lphonedoc](#), [JPErwinMDFACC](#), [David May](#) and more.

Bios



David Mann

@mannndmd **FOLLOWS @DRJOHNM**

Pawn in Game of Life.

Louisville, KY · <http://www.epstudiossoftware.com>

To Interact...

No Eggs

Give Location



Shelby

@smayginnes

FOLLOWS YOU

Who to follow?

- Who ever you want!
- Who I follow:
 - Mostly medical people
 - Journalists
 - Columnists...both left and right
 - Dalai lama
 - Cyclists – not too many
 - My daughter

Who to follow ...

Look at the bio

Beware of # of Tweets

Look at the stream

The image shows a screenshot of a Twitter profile for John Mandrola, MD (@drjohnm). The profile header includes a navigation bar with 'Home', 'Connect', 'Discover', and 'Me' tabs, a search bar, and a settings icon. The profile card features a profile picture, the name 'John Mandrola, MD', the handle '@drjohnm', and a bio: 'Heart rhythm doctor, contributor to theHeart.org, learning to write, bike racer and advocate for healthy living through exercise and good choices'. The location is 'Louisville, KY' and the website is 'http://drjohnm.org'. Below the bio, statistics show 3,061 tweets, 344 following, and 4,369 followers. A 'Tweets' section displays three tweets. The first tweet is from John Mandrola, MD, discussing warfarin news. The second is from Westby Fisher, MD, discussing warfarin and aspirin. The third is from John Mandrola, MD, discussing exceptions to rules. Annotations with blue arrows point from text on the left to the bio, the tweet count, and the tweet stream.

Home @ Connect # Discover Me

Search

Tweets

Following

Followers

Favorites

Lists

John Mandrola, MD
@drjohnm
Heart rhythm doctor, contributor to theHeart.org, learning to write, bike racer and advocate for healthy living through exercise and good choices
Louisville, KY · http://drjohnm.org

3,061 TWEETS 344 FOLLOWING 4,369 FOLLOWERS

Tweets

John Mandrola, MD @drjohnm 23m
Isn't the uninterrupted warfarin news really old? Natale et al presented it years ago for AF ablation, and device data exists too. #hrs2013
Expand

Westby Fisher, MD @doctorwes 24m
Theme this meeting: uninterrupted warfarin is good. Aspirin doubled risk of hematoma #HRS2013 Should change clinical practice. @HRSONline
Retweeted by John Mandrola, MD
Expand

John Mandrola, MD @drjohnm 2h
@Don_Leahy All "rules" have exceptions!
View conversation

WHO TO FOLLOW · Refresh · View all

ACC.13 ACC Expo @ACC_2013expo Follow

Lisa Fields @PracticalWisdom Follow
Followed by PDara MD, FACP and...

FDA Drug Information @FDA... Follow
Followed by Trevor Jamison and...

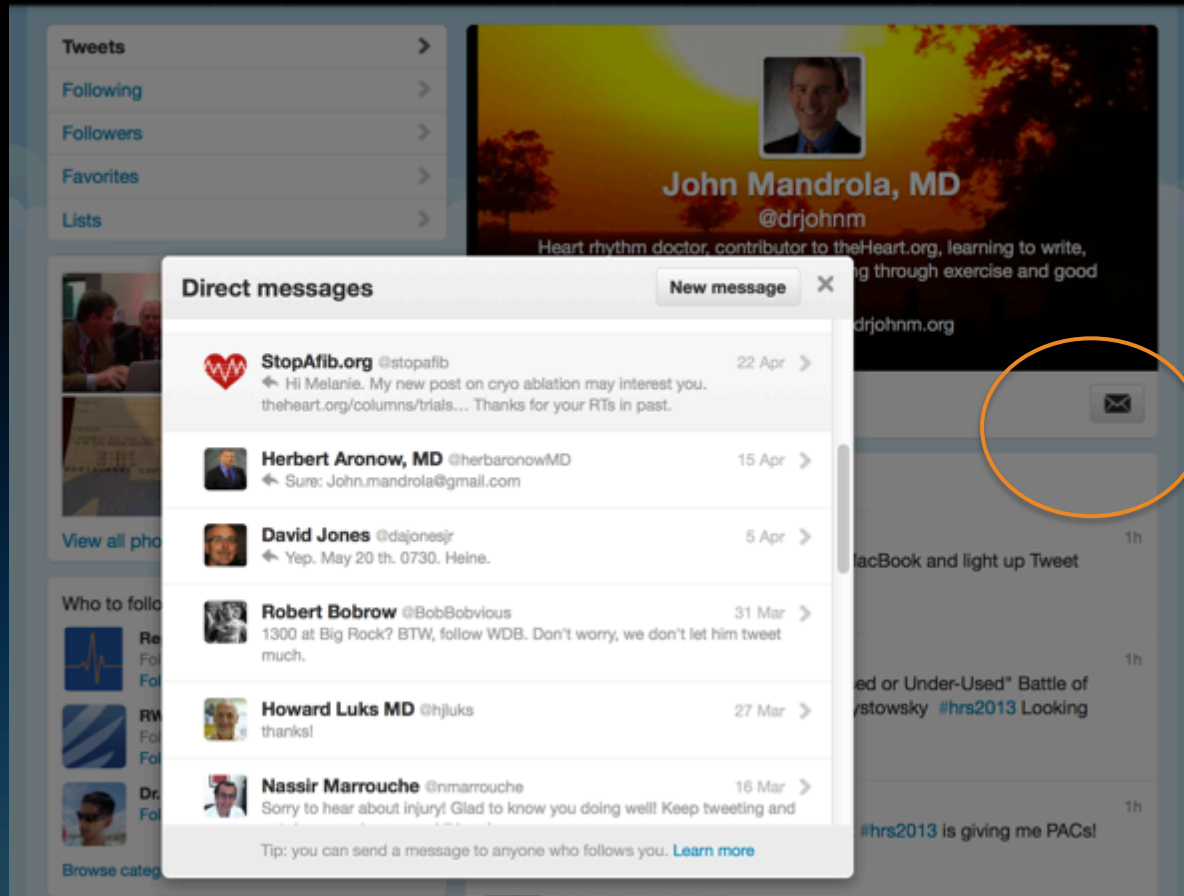
Browse categories · Find friends

More Tips

- Consider lurking first
- **RT – ReTweet**
 - If something looks interesting, a RT is a way to share with your followers
 - It does not necessarily mean you agree but often you do
 - People like RTs –
 - Pat on the back
 - Hey...I am out here



More tips – The Direct Message (DM)



- Private messaging between users
- You can only send a DM to someone who is following you
- Be careful

Tips -- Favorites



I like the "Favorite" button as a read-later function

Tweets

Following

Followers

Favorites

Lists



View all photos and videos

Who to follow · Refresh · View all



ACC Expo @ACC_2013expo
Follow



Lisa Fields @PracticalWisdom
Followed by PDara MD, FACP and...
Follow



FDA Drug Information @FDA...
Followed by Trevor Jamieson and ...
Follow

Browse categories · Find friends



John Mandrola, MD
@drjohnm

Heart rhythm doctor, contributor to theHeart.org, learning to write, bike racer and advocate for healthy living through exercise and good choices

Louisville, KY · <http://drjohnm.org>

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Tweets



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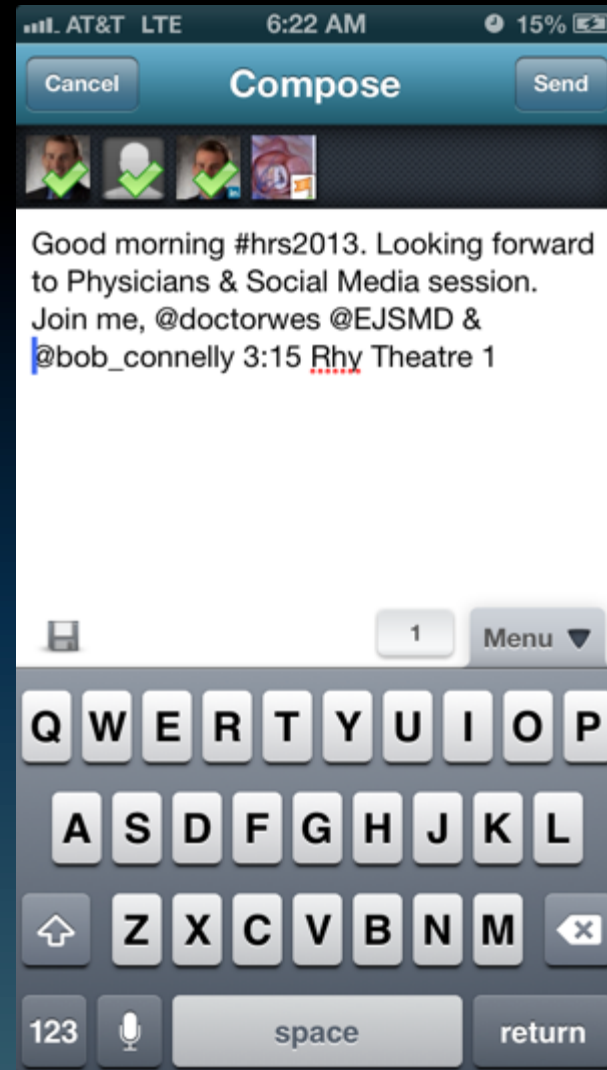


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Retweeted by John Mandrola, MD
Expand



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View conversation

Mobile Platforms



When it's time to interact...

- Remember the simple rules
- Will the Tweet be helpful?
- Will you regret it later?
- Master the obvious
- I limit Tweets to no more than 5 per day
- Minimize the BS

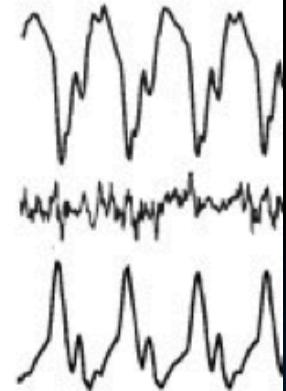
Different Platforms

- Personal Blog – Dr John M
 - I write about what makes me happy
- TheHeart.org Blog
 - EP only – Professional stuff
- Twitter for Medical/Health matters
 - Rare frivolity
- Two Facebook accounts
 - Personal for real friends – Even there I am careful
 - DrJohnM FaceBook -- Blog promotion
- Linked In – Professional
- Experimenting with YouTube

Biggest Setback

Dr. John M

...cardiac electrophysiologist, cyclist, learner



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The NY Times gets it wrong on ECG screening of young athletes

MAY 1, 2012[[EDIT](#)]

[Tweet](#) 62

in [ATHLETIC HEART](#), [EXERCISE](#), [GENERAL MEDICINE](#)

Writing about the limits of ECG screening angered the Sudden Cardiac Death Association

Pictures of dead children began appearing
on my FB page

Boston
Scientific
Defining tomorrow, today.



Twitter Apps

- Twitter
- Tweet Deck
- Hootsuite
- Echofon
- TweetBot

Just play around and see which ones you like best.

Tweet Deck

Finder File Edit View Go Window Help

TweetDeck

Columns

Search

1. Home

2. Me

3. Inbox

4. Mentions @drjohnm

5. "#hrs2013" @drjohnm

Christian Sinclair retweeted

Gary Oftedahl @norske... 21h
#icsi2013 NH residents might not know where they are, but they know where they've been....dance brings out the joy in that past.
Details

Meenakshi Budhreja retweeted

Cipro is POISON! @CIP... 8m
@gastromom Yes...if you visit my website (ciproispoison.com) there is a link to my story on there.
View

Christian Sinclair retweeted

Gary Oftedahl @norskedoc 1d
#icsi2013 We need patient centered professional culture where team work is the framework for delivering care.--Beyt
Details

Christian Sinclair retweeted

Gary Oftedahl @norskedoc 1d
#icsi2013 Knowledge is important in wisdom, but is also reflecting, perception, thinking and building compassion--allows us to transcend.
Details

Cardioleaks @Cardioleaks 6m
Sure but real world STILL controversial RT @drjohnm: Isn't the uninterrupted warfarin news really (cont) t1.gd/lp6l3u
Details

Sunny Chan @waisunchan 8m
RT "@PhyChat: @nmarrouche: #HRS2013 trying to promote members to join Twitter! Spread the word! @EJSMD @drjohnm @stopafib @DrKevinCampbell"
View

Half-Time CHRY @Hal... 21m
@drjohnm Hello Doctor, we are very interested in doing an interview with you, for more info, please give me an email at pda@chry.fm. Thanks!
Details

PhyChat @PhyChat 41m
RT @nmarrouche: #HRS2013 trying to promote members to join Twitter! Spread the word! @EJSMD @drjohnm @stopafib @DrKevinCampbell
Details

David E. Albert, M.... 13h
Yes. Dave I'm sorry. I am doing a Hyde Park Lecture tomorrow at 0930 on ICD decision making. I've been sideways preparing. See you after
View messages

Edward J Schloss ... 13h
Great. Let me know where to meet you guys.
View messages

Westby Fisher, MD... 14h
Absolutely! Thx.
View messages

Dan D. Matlock @D... 16d
Thx for resp. Maybe I could email you a few questions.
View messages

StopAfib.org @stop... 16d
Hi Melanie. My new post on cryo ablation may interest you. theheart.org/columns/trial s... Thanks for your RTs in past.
View messages

Herbert Aronow, ... 23d
Sure:
John.mandrola@gmail.com

Cardioleaks @Cardioleaks 6m
Sure but real world STILL controversial RT @drjohnm: Isn't the uninterrupted warfarin news really (cont) t1.gd/lp6l3u
Details

Sunny Chan @waisunchan 8m
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View

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@drjohnm Hello Doctor, we are very interested in doing an interview with you, for more info, please give me an email at pda@chry.fm. Thanks!
Details

PhyChat @PhyChat 41m
RT @nmarrouche: #HRS2013 trying to promote members to join Twitter! Spread the word! @EJSMD @drjohnm @stopafib @DrKevinCampbell
Details

Edward J Schloss MD... 1m
Late Break #HRS2013: PROTECT AF - Bet \$BSX wishes that they had skipped ACC2013. Watchman looks better 2nd time around.
Details

Kipton Lade @kipton27 1m
#HRS2013 LB01-03 The WATCHMAN device is superior to Warfarin for preventing cardiovascular death, all-cause stroke & systemic embolization.
Details

Westby Fisher, MD @d... 3m
Upfront events w/Watchman finally equalled warfarin long-term bleeding events meaning overall safety reached equivalency #HRS2013
Details

Edward J Schloss MD... 4m
Late Break #HRS2013: PROTECT AF - 34 % reduction in all cause mortality with Watchman comp to warfarin. Curves diverging.
Details

Westby Fisher, MD @d... 5m
PROTECT AF - 34 % reduction in all cause mortality with Watchman comp to warfarin. Curves diverging.
Details

Resources

Dr. Wes

Musings in the life of an internist, cardiologist and cardiac electrophysiologist.

Saturday, March 13, 2010

For Cardiologists: A Twitter Primer

With the explosion of social media, I am amazed at how many cardiologists I encounter who know little to nothing about blogs, Twitter, Facebook, Google Buzz and the like. "I'm too busy!" "Who has time for that stuff?" "I wouldn't have time for anything else." "How can I possibly keep up?"


And yet today, as more and more patients reach out to the web to find medical information or, more importantly, their doctor, physician specialists of all types should probably be asking, "Can I afford to *not* be connected with social media in one way or another?"

Google yourself.

That's right. Type your name in Google's search box. What appears first? Your name or someone else's? Not there? How many pages down do you have to search to find something about yourself?

For me, I was surprised to find that my Facebook page and blog precedes my professional workplace's website, professional articles, and other sundry information. Hence, it's one small reason I have an online presence.

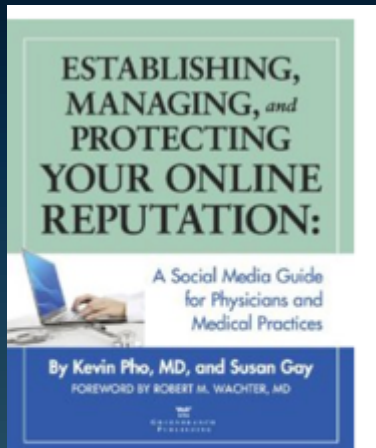
About Me



Wesley G. Fisher, MD, FACC is a board certified internist, cardiologist, and cardiac electrophysiologist (doctor specializing in heart rhythm disorders) practicing at NorthShore University HealthSystem in Evanston, IL, USA and is a Clinical Associate Professor of Medicine at University of Chicago's Pritzker School of Medicine. He entered the blog-o-sphere in November, 2005. **DISCLAIMER:** The opinions expressed in this blog are strictly the those of the author(s) and should not be construed as the opinion(s) or policy(ies) of NorthShore University HealthSystem, nor recommendations for your care or anyone else's. Please seek professional guidance instead.

[View my complete profile](#)

- Dr Kevin Pho
 - www.kevinMD.com
- Dr Bryan Vartebedian
 - www.33Charts.com
- Dr Howard Luks
 - <http://www.howardluksmd.com>
- Dr Wendy Sue Swanson
 - <http://seattlemamadoc.seattlechildrens.org/>
- Dr Ves Dimov
 - <http://casesblog.blogspot.com/>



**ESTABLISHING,
MANAGING, and
PROTECTING
YOUR ONLINE
REPUTATION:**

A Social Media Guide
for Physicians and
Medical Practices

By **Kevin Pho, MD, and Susan Gay**
FOREWORD BY ROBERT M. WACHTER, MD

Click to open expanded view

[Share your own customer images](#)

Wisher: learn how customers can search inside this book.

Opportunities

My friend Kevin...a hedge-
fund manager asks...

“Hey Mandrola...You monetized that blog
yet?”

Opportunities



Dr. John M
— cardiac electrophysiologist, cyclist, learner



HOME ABOUT AFIB HEART HEALTHY POLICY DOCTORING CARDS/INTER MED CYCLING NORMAL HEART RATE?

Stress is killing our hearts and bodies...But there is hope.

APRIL 16, 2013 (EST)  

ARRHYTHMIA, FIBRILLATION, GENERAL CARDIOLOGY, GENERAL MEDICINE, HEALTH CARE, HEALTHY LIVING, INFLAMMATION

It's an appropriate day to talk about stress.

If you treat heart rhythm problems, you can't miss the effects of stress. It matters so much. Both acute and chronic—though mostly chronic—stress wreaks havoc on the heart's electrical system. And it's not just the heart rhythm; the chronic inflammation that goes with long-lasting stress negatively impacts many of our vital human processes: cognition, immunity and waste removal, for example.

Over recent decades, technology and science has gifted heart doctors and patients a vast array of mortality-reducing drugs, stents and devices. Taken together, one might think that at this juncture simply melt away heart disease. Humans should be living longer and better lives.

But that hasn't happened. Heart disease continues to be our number one killer. **Atrial fibrillation**, a disease that tracks with inflammation and wear and tear is running amok. Diseases of auto-immunity are on the rise. Looking at the big picture, we can't be optimistic about societal health.



John Mandrolia, MD
I am a cardiac electrophysiologist practicing in Louisville, KY. I am also a husband to a palliative care doctor, a father, and a bike racer.
Welcome. Enjoy. Always.



Discussion and opinions
A fresh take on current cardiology affairs by theheart.org contributors

TOPOLOG
Fish oils to prevent CHD... it's now official: A definite "no go"
6 COMMENTS MAY 06, 2013 17:00 EDT
The GISSI group's impressive, collaborative study just published in NEJM puts to bed any lingering theory stipulating a positive effect of fish oils to prevent heart disease in patients who have not had an MI and do not have HF.

Most recent posts

| | | |
|--|---|---|
|  <p>heartfelt HEARTFELT WITH DR. MELISSA WALTON-SHERLEY Naturopathy isn't magic. It's conversation and nurturing. MAY 03, 2013 12:57 EDT 6 COMMENTS</p> |  <p>Clotblog CLOTBLOG WITH DR. SAMUEL GOLDHABER PE thrombolysis in the elderly and those with comorbidities MAY 03, 2013 08:30 EDT</p> |  <p>TRIALS AND FIBRILLATIONS TRIALS AND FIBRILLATIONS WITH DR. JOHN MANDROLIA Autonomy vs beneficence? Shared decision-making in the patient considered for an ICD APR 29, 2013 14:40 EDT 3 COMMENTS</p> |
|--|---|---|

theheart.org forum
Exchanges among healthcare providers, clinicians, and researchers
Visit the forum >



HYDE PARK CORNER

Thursday, May 9

MP01. ICDs and End-of-Life Care
John Mandrolia, MD
Baptist Medical Associates, Louisville, KY
9:30 - 9:45 a.m.

MP02. Tazars
Douglas P. Zipes, MD, FHRS
Kannerl Institute of Cardiology, Indianapolis, IN
3 - 3:15 p.m.

Friday, May 10

MP03. Optimizers - Our Salvation?
Brian Chandra, MD, FHRS, CCDS
University of Iowa Hospital and Clinics, Iowa City, IA
9:30 - 9:45 a.m.

MP04. Is There a Future for Academic EPs?
Anna B. Curtis, MD, FHRS, CCDS
University at Buffalo, Buffalo, NY
3 - 3:15 p.m.

Opportunities



Thanks

Let's have a discussion