



SOCIAL MEDIA = PUBLIC HEALTH

Christian Sinclair, MD, FAAHPM
University of Kansas Medical Center

THIS IS THE WEB.






48 hours
of video uploaded
to YouTube
every minute



72 hours
of video uploaded
to YouTube
every minute

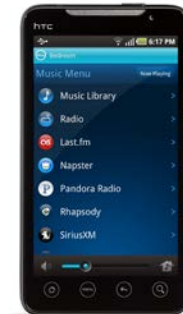
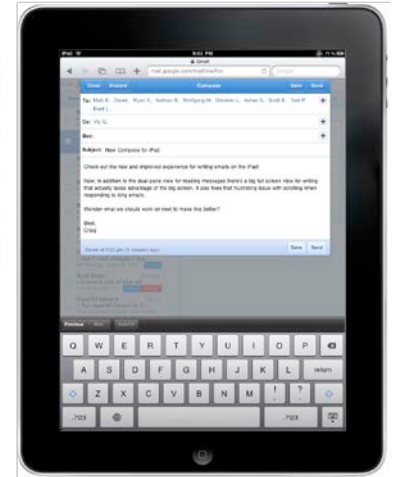
A close-up, low-angle shot of a professional video camera. The camera is dark grey or black, with various controls and a lens visible. A small, rectangular LCD monitor is attached to the side of the camera, displaying text in a clean, black, sans-serif font. The background is a plain, light color, possibly white or light grey, which makes the camera and the text stand out.

300 hours
of video uploaded
to YouTube
every minute





PRINTING PRESS.





Instagram

facebook

foursquare



LinkedIn

What is Social Media?

Web-based tools for
creating, sharing and discussing information

You Tube™



slideshare
BETA

Pinterest

twitter

Creators

Conversationalists

Critics

Collectors

Joiners

Spectators

Inactives



**I CAN HAS
CHEEZBURGER?**




DANGER

INTERNET AHEAD


**PROCEED
WITH
CAUTION**



January 3, 2011 1:52 PM

PRINT  TEXT  

Nursing Students Kicked out for Placenta Photos

17 Comments **Email Story**  **Share This**  **Tweet This**  **More**
Have Your Say Send to a Friend Tell Your Friends Tweet This Share It

(AP) OVERLAND PARK, Kan. - Four students who posed for photos with a human placenta have been kicked out of a suburban Kansas City nursing program after at least one of the placenta pictures was posted on Facebook.

Now one of the students, Doyle Byrnes, is seeking a temporary restraining order and a preliminary injunction in U.S. District Court in Kansas to force Johnson County Community College to reinstate her before classes resume Jan. 19.

The Kansas City Star reported that Byrnes and several other students were attending a lab course off-site at Olathe Medical Center in November when one of them asked a nursing instructor for permission to photograph the placenta so they could share the experience on Facebook.

The lawsuit against the college and several of its employees said that the nursing instructor responded, "Oh, you girls," and did not tell them not to do it or that it could result in discipline.

Afterward, at least one of the students, Byrnes, posted a photo on the social networking site showing her smiling broadly, wearing a lab coat and surgical gloves and leaning over the placenta in a tray. There was nothing in the photos to identify the placenta as coming from a particular woman.

The Boston Globe

Blogger unmasked, court case upended

By Jonathan Saltzman, Globe Staff | May 31, 2007

It was a Perry Mason moment updated for the Internet age.

As Ivy League-educated pediatrician Robert P. Lindeman sat on the stand in Suffolk Superior Court this month, defending himself in a malpractice suit involving the death of a 12-year-old patient, the opposing counsel startled him with a question.

Was Lindeman Flea?

Flea, jurors in the case didn't know, was the screen name for a blogger who had written often and at length about a trial remarkably similar to the one that was going on in the courtroom that day.

In his blog, Flea had ridiculed the plaintiff's case and the plaintiff's lawyer. He had revealed the defense strategy. He had accused members of the jury of dozing.

With the jury looking on in puzzlement, Lindeman admitted that he was, in fact, Flea.

Be credible

Be responsible

Be professional

Be general, not specific

If you pause, don't publish

MITIGATE RISK

Public Health

Promoting health
through the organized efforts
and informed choices
of society, organizations,
communities and individuals.

THE SECRET:

DO GOOD

WORK, THEN PUT

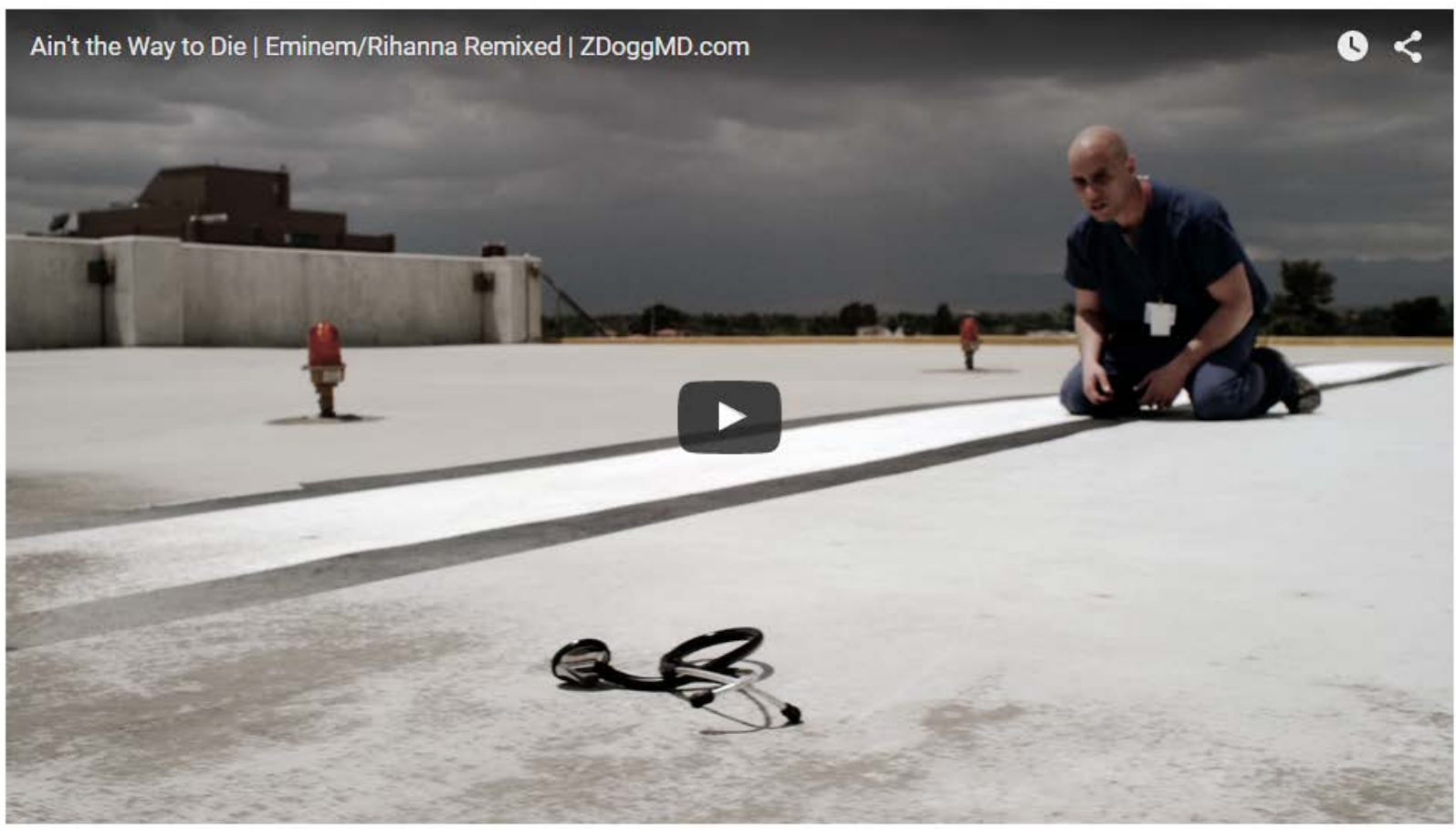
IT WHERE PEOPLE

CAN SEE IT.

AUSTIN KLEON



AIN'T THE WAY TO DIE



70.6k |

Share This

Pinterest is an online pinboard. Organize and share things you love.

Request an Invite »

Login

Pins · Boards · People — search results for hospice Like

#Hospice
2 likes 16 repins

Lish onto Causes

the antlers - hospice

Andrew von Rosenbach onto meats beats and seats

Hospice = Hope
1 like 13 repins

Jill Miranda onto Hospice Ideas

The Antlers - Hospice

Ian H onto My Vinyl

Hospice RN
3 likes 34 repins

Danielle Gray Destfino onto A Lil About Me...

Hospice nursing.
3 likes 31 repins

Ellen Smith onto I want to learn

Hospice de Beaune

Amy MacDonald Aldrich onto European Travel

Documentary of hospice volunteers
1 like 6 repins

Diane Knoll onto Films I should watch

Hospice care and volunteering
3 likes 15 repins

Kirsten Dawson onto Things I'm passionate about

Crossroads Hospice

Diane Weakland Luli onto Caring for your Parent

bike michiana for hospice

Hilary Frase onto weekend excursions

Hospice volunteers are angels
5 repins

Ellie Merson onto People I Admire

Gorgeous hospice, wonderful staff.

Laura Killing Spreecord onto Homeward Bound

The Antlers - Hospice. Soooooo

Vanisha Mistry onto Craft

For Rainbow Hospice Charity event
1 like

modern hospice design. ken

The first Death Café in the USA

by Lizzy Miles · You're a backer

Home Updates **20** Backers **51** Comments **2**

Columbus, OH Art

Funded! This project was successfully funded on June 10, 2012.

Update #20

Jun 27 2014

Death Cafe Hong Kong

1 comment · Like · 1 like



51

backers

\$2,400

pledged of \$2,000 goal

0

seconds to go



Project by

Lizzy Miles
Westerville, OH

First created · 10 backed

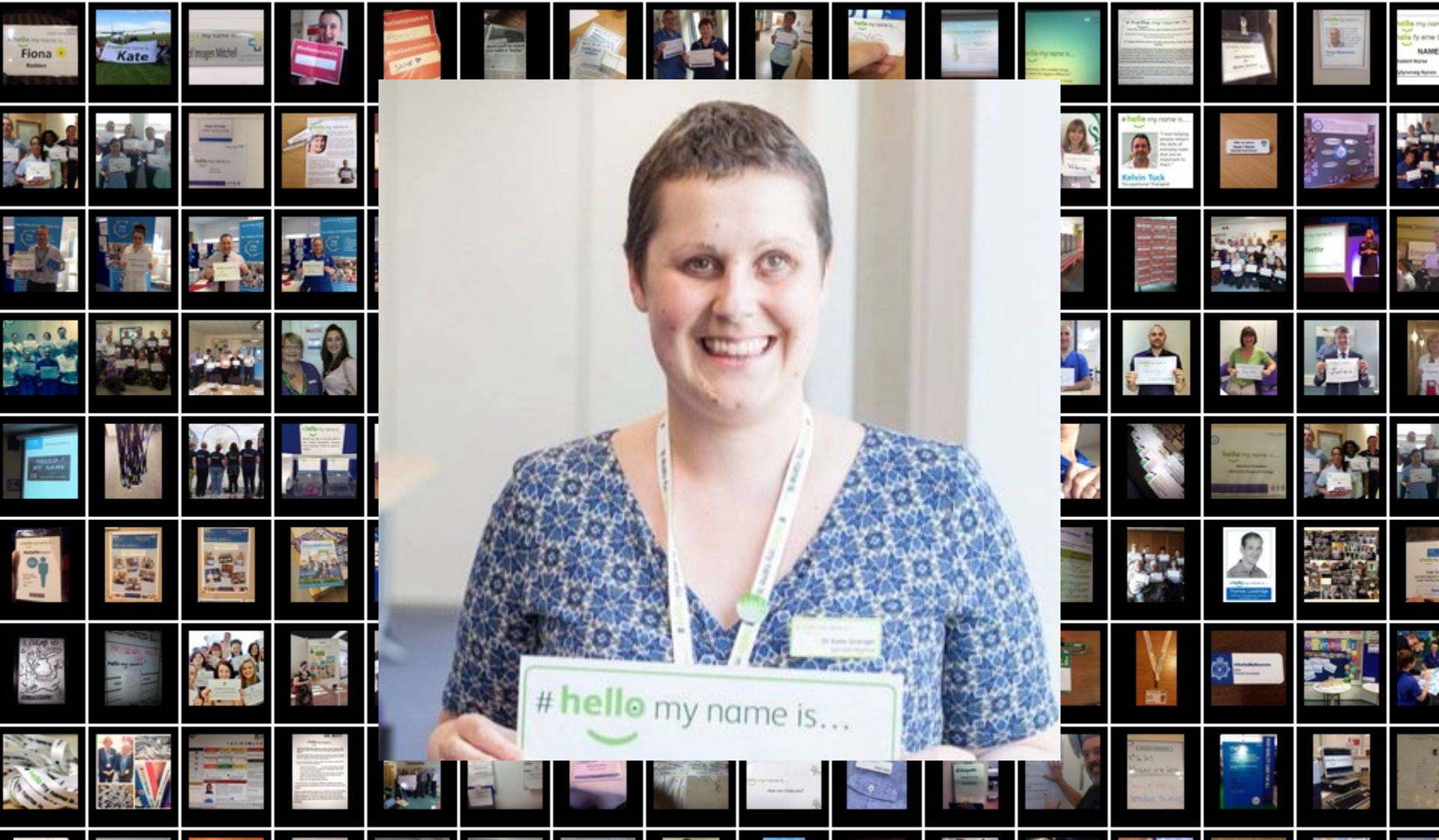
Lizzy Miles 404 friends

plus.google.com

See full bio

Contact me

#hello my name is...



DYING IN AMERICA

Improving Quality and
Honoring Individual Preferences
Near the End of Life

INSTITUTE OF MEDICINE
OF THE NATIONAL ACADEMIES

Results for #IOMEndofLife

Save

Top / All



VJ Periyakoil, MD @palliator · 17m

Family group decision making is as or more important than patient autonomy in many cultures. #Ethnogeriatrics @AmerGeriatrics #IOMEndoflife

Expand

Reply Retweet Favorite More

Turner West favorited



Kathy Brandt @Kathy_Brandt · 2h

#FreeStuffFriday Download free PDF of my #IOMEndofLife recommendations blog-created by @weatherbeenet owl.li/BGifG #hospice #HPM

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Reply Retweet Favorite More



Anneliz Hannan @annelizhannan · 2h

"The US health system is ill designed to meet the needs of patients near the end of life..." onforb.es/1saf3lf #IOMEndofLife

View summary

Reply Retweet Favorite More



Hospice Savannah @hospicesavannah · 2h

We are pleased that the #IOMEndofLife report "Dying in America" is urging conversations about death become a part of life.

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Reply Retweet Favorite More



Kathy Brandt @Kathy_Brandt · 4h

Intelligent response to the #IOMEndoflife Dying in American Report from @forbes onforb.es/1r4C23T #hospice #hpm

View summary

Reply Retweet Favorite More



Patricia Bomba M.D. @PatBombaMD · 4h

Shared decision making starts with what is important to the person at that point of their lives. #IOMEndofLife #NYMOLST #POLST

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Patricia Bomba M.D. @PatBombaMD · 4h

Honoring personal preference starts with shared medical decision making process, helps a #patient understand. #IOMEndofLife #NYMOLST #POLST

Pittsford, NY

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Christian Sinclair @ctsinclair · 18h

@JaneGillette would love to see more #hospice case managers engage on social media.

↩ Reply ★ Favorite ⋮ More



Jane Gillette Rogers

@JaneGillette



Following

@ctsinclair It was serendipity, I was on twitter last night excited about the IOM report and found #HPM

↩ Reply ↻ Retweet ★ Favorited ⋮ More

Hospice and Palliative Medicine/Care

#hpm

Tweetchat

September 3rd Guest Hosts:

Dr. Elissa Campbell - @Elissa_Campbell

Dr. Sonia Fullerton - @sonialf

Live from #ANZSPM14

on the Gold Coast Australia -11am AEST

Every Wed 9p ET / 6p PT



Wed 9p ET/ 6p PT
Hospice and Palliative
Medicine/Care

#hpm

Tweetchat

Aug 13th Guest Host:

Jeanette Ross, MD, FAAHPM

(@RossJeanette)

Wednesdays 6p PT/ 9p ET

#hpm

tweetchat

Talking about hospice and palliative
medicine/care since 2010

Moderators - @ctsinclair, @rfberry

Wednesdays 6p PT/ 9p ET

#hpm

tweetchat

Talking about hospice and palliative
medicine/care since 2010

Moderators - @ctsinclair, @rfberry

Brought to you by @Pallimed

Brought to you by @Pallimed

#hpm Tweetchat Impact

- Started in 2010
- 255 chats through Aug 2015
- 2015
 - 29 chats
 - 10,826 tweets
 - 1,248 participants (non-unique)
 - 27,951,972 potential impressions
- Go check out #hpmglobal too!

January 2012, Vol 307, No. 2 >



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Clinical Review | January 11, 2012

Prognostic Indices for Older Adults

A Systematic Review **FREE**

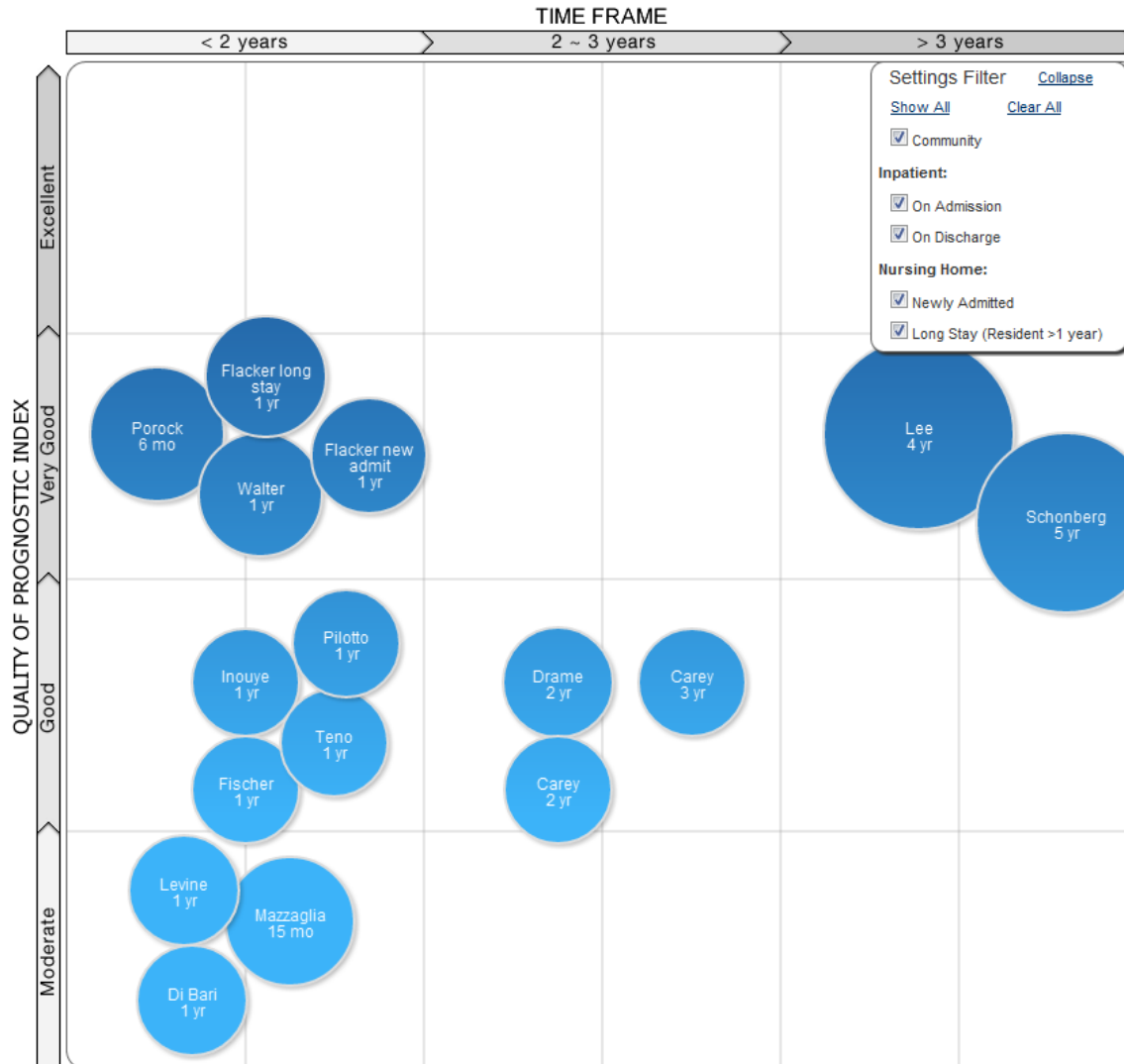
Lindsey C. Yourman, MD; Sei J. Lee, MD, MAS; Mara A. Schonberg, MD, MPH; Eric W. Widera, MD; Alexander K. Smith, MD, MS, MPH

[\[+\] Author Affiliations](#)

JAMA. 2012;307(2):182-192. doi:10.1001/jama.2011.1966.

Text Size: **A** A A

Each bubble represents a prognosis calculator. Click on a bubble to view the calculator.



SUNDAY, JANUARY 22, 2012

The MMSE Saga: An Assault of the Values of the Academic Profession



The MMSE saga has attracted great attention here on [Geripal](#) and [elsewhere](#) since the breakthrough [NEJM article](#) of Newman and Feldman.

As readers Eric Widera's previous posts ([here](#) and [here](#)) know, the MMSE was one of the most widely used tests in medicine. It was a brief, easy to use screen to identify older persons with cognitive impairment. A generation of students learned to assess using cognitive function with the MMSE, and the MMSE was reproduced in textbooks worldwide.

But after allowing widespread use of the MMSE for decades, the developers enforced their copyright. The MMSE disappeared. A tool that was used to improve the care of older patients became unavailable. Medical progress went into reverse. Patient care suffered. We directly saw this negative impact on patient care at our VA hospital. The MMSE, which was available to all clinicians via our electronic medical record, disappeared. It became much much harder to offer cognitive testing to our patients.

Even worse, when a group of investigators at Harvard developed the Sweet16, an alternative to the MMSE that was easier to use and equally accurate, and offered it to the public free of charge, the enforcers of the MMSE copyright [blocked access](#) to the Sweet16. Again, medical progress was halted, and our patients were harmed.

Much of the discussion about the MMSE has focused on the legal rights of the MMSE developers and PAR, the company enforcing the copyright. Some [blogs](#) by legal scholars have suggested the copyright claims may not be solid, and the legal justification for squelching the Sweet16 may be questionable. For example,

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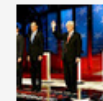
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[Length of Stay in Nursing Homes at the End of Life](#)



[Eprognosis gets Half a Million Hits in the First Week](#)



[The Aging Homeless: Geriatrics on the Streets](#)



[The MMSE Saga: An Assault of the](#)



- Started in 2005
- Nearly 3 million views
- 1:30 average view time
- 4.5 million minutes
- 75,000 hours
- 3,125 days
- 8.6 years of people learning



Pallimed: A Hospice & Palliative Medicine Blog

Education Website

Like Following Message

- Timeline
- About
- Email Signup
- Photos
- More

PEOPLE

3,837 likes

Rebecca Fischer Connor, Em Louise and 77 others like this.



Promote Your Page

Connect with more of the people who matter to you

Promote Page

ABOUT

- Status
- Photo / Video
- Offer, Event +

What have you been up to?

4 Scheduled Posts
Next post scheduled for today at 1:00pm. View posts.

Pallimed: A Hospice & Palliative Medicine Blog shared a link via National Hospice and Palliative Care Organization.
Posted by Christian Sinclair (?) · 2 hours ago

We hinted at this legislation yesterday and now it is officially passed the House and Senate. We'll break down the details soon. But get to know it.

IMPACT Legislation Passed by Congress | National Hospice and Palliative Care Organization

09/14/2014 3:00 pm	 NEW PALLIMED POST: Draw the Lines: The Art of Setting Boundaries by Lizzy Miles, MA, MSW -			5.7K 	288 129 	Boost Post
09/14/2014 5:18 am	 A modern mortician			3.5K 	264 156 	Boost Post
09/13/2014 6:00 am	 As we strive to give the best care to our patients, it is important to reflect back on our personal			1.4K 	35 38 	Boost Post
09/12/2014 2:38 pm	 Mark your calendars people! Wednesday Sep 17th at 1pm ET, the Institute of Medicine is releasing a			6.5K 	91 197 	See Results
09/12/2014 11:36 am	 Research on palliative care discussions on Twitter. If it is published in an academic journal, then it			383 	5 24 	Boost Post
09/12/2014 8:00 am	 "What marvelous mysteries we're privileged to be part of! Slender threads...that wave this complex			1.4K 	31 73 	Boost Post
09/11/2014 5:00 pm	 Good quick summary by Dr. Eric Widera at GeriPal on what clinical and ethical questions come up			5.1K 	272 157 	Boost Post
09/11/2014 10:50 am	 Fantastic to see more features on palliative topics in outlets focused on oncologists. American			2.7K 	139 122 	Boost Post
09/10/2014 5:08 pm	 Two quick Twitter announcements! #hpm chat at 8p CT tonight with Dr. Earl Quijada AND			441 	0 5 	Boost Post
09/09/2014 10:11 am	 Why are patients with advanced dementia so often receiving "medications of questionable benefit"?			9.7K 	520 332 	Boost Post
09/08/2014 6:00 am	 From an anonymous medical student writing at KevinMD.com "I fantasize daily about leaving			11K 	895 173 	Boost Post
09/07/2014 9:58 am	 Too many physicians think palliative care means giving up.			44.6K 	1.6K 1.4K 	See Results
09/06/2014 2:00 pm	 NEW PALLIMED POST: Board games? No. Board exams? Yes! Quick note of encouragement to all			2K 	146 43 	Boost Post
09/05/2014 4:00 pm	 Friday Funny from the satirical fake news site The Onion: "Woman Not Going To Let Husband Of 60			2.6K 	269 60 	Boost Post

PALLIVERSE

Bringing people, ideas and funding together in the palliative care universe

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Posted on August 30, 2015 by Michael

[← Previous](#)

Birthday announcements: Palliverse is turning 1!



as a source for
palliative care information

N= 468	Good Quality	Not-Good Quality
# of Videos	133 (28%)	335 (72%)
# of Views	11,808	28,056,711

Cancer Chemo and Medications

Oliverdr4242



Subscribe

5 videos ▾



0:00 / 4:36



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+ Add to ▾

Share



4,021



David's Cancer Journey Gets National Attention

Posted by Sallie Lynch on February 3, 2012 - 1 Comment

For months now, we at SWHPN have been following [David's Cancer Videoblog](#), a chronicle of David Oliver's journey as a cancer patient diagnosed with nasal pharyngeal carcinoma. Although David's blog is an invaluable teaching tool for patients, students, family members and others, we didn't just happen on this blog by accident. David, a medical school professor at the University of Missouri, is the husband of SWHPN Board Member Debra Parker Oliver, a hospice social worker currently teaching and researching at the University of Missouri School of Medicine. Both David and Debra have dedicated their professional careers to helping others understand what they are now facing in their own lives.

David has taken his diagnosis as a good teacher would, as an opportunity to teach others about his treatment process. Tying in his loyalty to his school and favorite



David and Debbie relax before the first chemo treatment

SEARCH BLOG

Search

RECENTLY WRITTEN

[CBS This Morning Features David's Cancer Videoblog](#)

[David's Cancer Journey Gets National Attention](#)

[October 2011 Issue of Journal of Social Work in End-of-Life and Palliative Care Now Available](#)

[2011 International Palliative Care Network Poster Award Winners](#)

[Please Complete This Survey on Use of Life Review Interventions](#)

[Registration Open for SWHPN Webinar: From Practice to Publication](#)



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AUSTIN KLEON



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