

First Fridays Webinar Series: Medical Education Group (MEG)

Webinar #5 – September 10th, 2010



Series Goals (5)

1. To provide insights into how Pfizer's Medical Education Group (MEG) functions – an operational overview
2. To share an up-to-date status of Pfizer's MEG timelines and grant review cycles
3. To share best practices that the CE provider community has submitted in recent grant cycles
4. To gain insights into how Pfizer's MEG might improve processes to best support the CE community
5. To answer outstanding questions from the CE provider community





Agenda

1. Introduction
2. Topic One: Exploring the Value of Social Media for CME Professionals
3. Q and A



Today's Objectives (4)

Upon completion of today's call participants should be able to:

1. Describe how the processes of MEG are designed to support the Mission, Vision, and Goals of the group
2. Identify three social media channels that may be used by CME professionals
3. Define three ways social media can be used to support the CME profession
4. Schedule a 'first step' for engaging in social media activities as a CME Professional





MEG Mission, Vision, and Goals

VISION: Accelerating the translation of clinical science to quality patient care

MISSION: To cooperate with health care delivery organizations and professional associations to narrow professional practice gaps in areas of mutual interests through support of learning and change strategies that result in measurable improvement in competence, performance or patient outcomes.

GOAL: To increase the number of patients who receive the highest quality, safe and effective, individualized, and evidence-based care from physicians, other health care professionals, and the health care system.



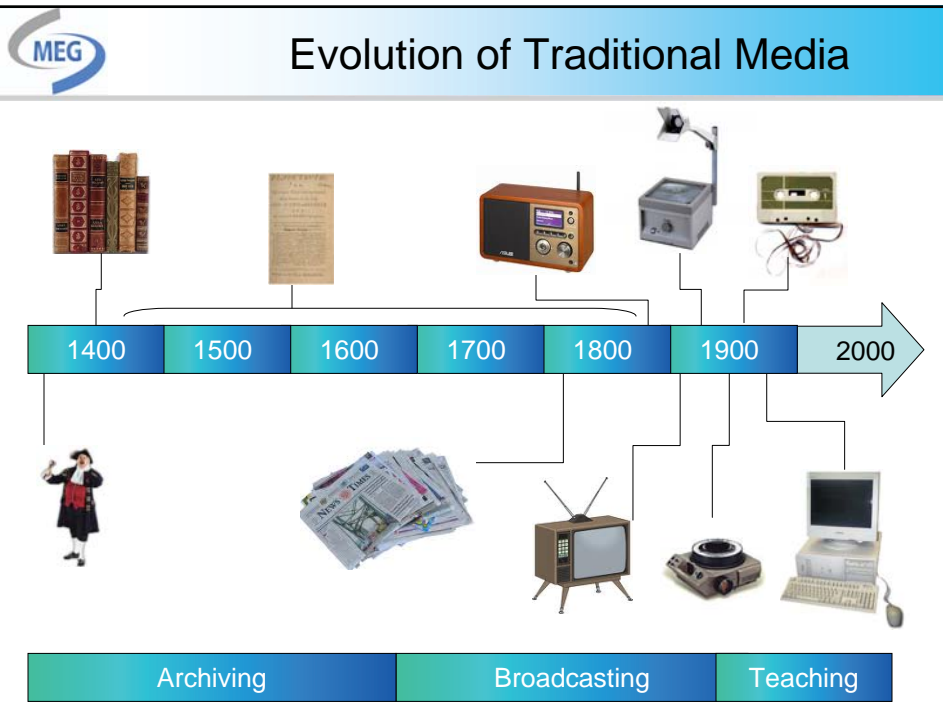
New CGAs

- Transplant needs assessment
- Non-small-cell lung cancer

Please return by Wednesday, September 15th



Exploring the Value of Social Media for CME Professionals





Revolution of Social Media - 2000 →



Networking, Sharing, and Learning



Traditional vs. Social Media

	Traditional Media	Social Media
Reach	☆☆☆	
Accessibility	Private, controlled	
Usability	Specialized Training	
Recency	Days, weeks, months	
Permanence	Static, unchanging	



http://en.wikipedia.org/wiki/Social_media



Social media are...

- digital tools for sharing and discussing information among friends, followers, and (not so) like-minded.
- transforming monologues into dialogues
- **defined by user-generated content (UGC) or consumer-generated media (CGM)**



twitter



YouTube

facebook



is a neat way to share & discover slideshows



3 Ways SoMe Supports CME Professionals

1. Supporting the professional development of medical community.
2. Supporting the professional development of CME community.
3. Amplifying the voice of CME advocacy.



twitter



YouTube

facebook



is a neat way to share & discover slideshows





SoMe To Enhance HCP Learning

- 61% of adult patients look online for health information.
- 50% of healthcare providers have used Wikipedia in practice.
- **By delaying adoption of social media, we failing to stop information-seeking HCPs from relying on less credible and less regulated sources of medical information.**



@susannahfox



@leeaase



@edbennett



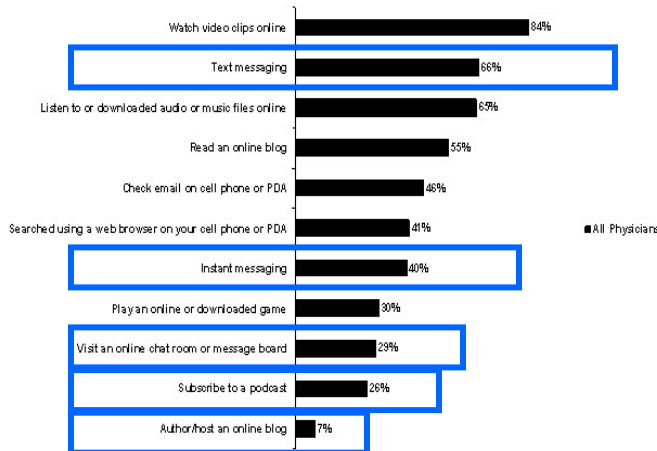
- <http://ebennett.org/hsn/>
- <http://meetingsnet.com/social-media/0701-great-asco-tweetup/index1.html>



SoMe To Enhance HCP Learning

Activities Conducted for Personal or Professional Purposes

In the past 12 months, have you done any of the following activities for any purpose (personal or professional)?



Source: Taking the Pulse® v3.0

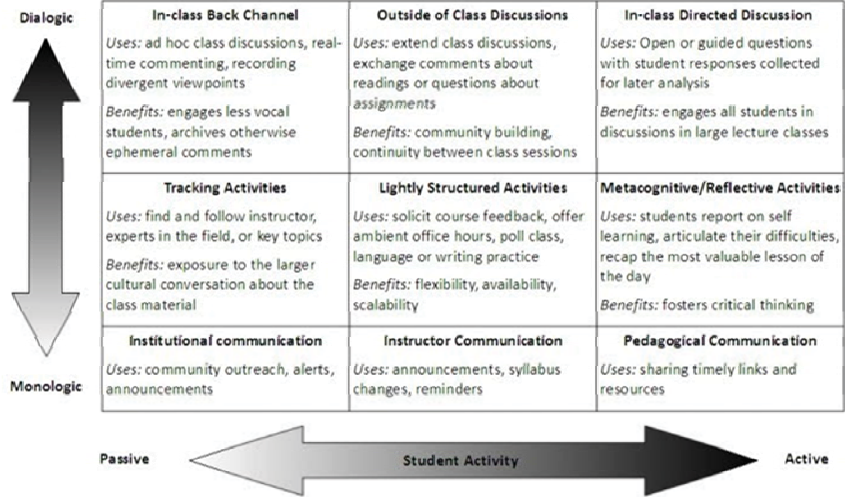
manhattanRESEARCH

Number of registered users	Traffic
SERMO.COM More than 105,000	67,000 unique monthly visitors
DOCTORSHANGOUT.COM More than 5,000. About a quarter of the site's visitors are from the U.S.	1,700 unique monthly visitors
WITHIN3.COM CEO Lance Hill declined to provide the number.	1,700 unique monthly visitors
IMDEXCHANGE.COM CEO Tobin Arthur doesn't specify, but says the site is on target to hit its goal of 25,000 by June.	3,900 unique monthly visitors
OZMOSIS.COM Company executives declined to provide the number.	1,600 unique monthly visitors

<http://blog.influence-interactive.com/2009/09/04/physicians-and-social-media/>



Research Agenda for Medical Education



<http://www.minddump.org/framework-for-teaching-with-twitter/>



SoMe To Support CME Professionals

- The learning and quality-improvement communities outside of CME are actively engaging in social media.
- **By delaying adoption of social media, we are ignoring readily available best practices used by other forms of adult education.**



American Society of Training and Development

1. Blogs enable community leaders to communicate ideas and best practices.
2. Staff can use google alerts to learn about the latest trends in their profession.
3. Staff can share using micro-blogging.
4. Staff can social bookmarking to archive important information.
5. Collaborative workspaces enable teams to share documents, screens, photos, files, and presentations.

Sharing is simplified (virtual teams).

6. Staff can search for experts who have the skills necessary to address needs.

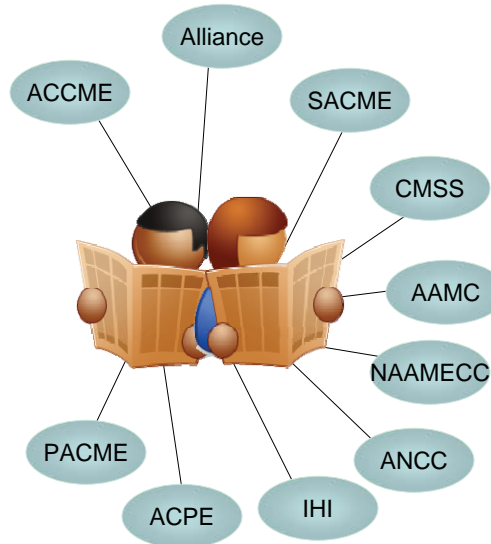


http://www.astd.org/lc/2010/0510_medved

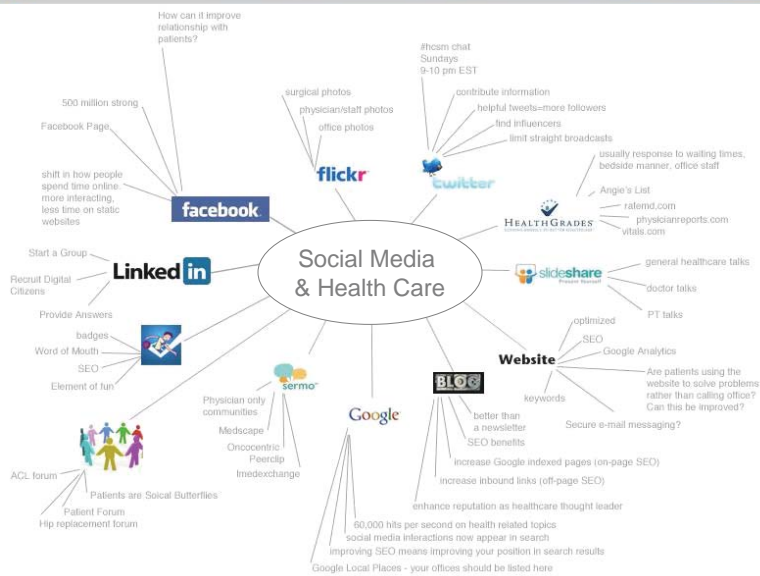


SoMe To Support CME Advocacy

- SoMe = the quickest, simplest, and most cost-effective channel for sharing these successes.
- **By ignoring social media, we are missing out on the opportunity to share all of our success stories in an easily accessible channel that keeps up with the fast-pace of modern news cycles and new media.**



Summary: Social Media Mind Map



<http://ebakersocialmedia.com/wp-content/uploads/2010/07/mind-map.jpg>

Examples of SoMe Efforts w/i the Medical and CME Communities

- I. The Alliance for CME SoMe Working Group
- II. Mayo Clinic – Center for Social Media



Alliance for CME SoMe Working Group

*“The Alliance serves as a community dedicated to improving healthcare through education, advocacy, and creative problem-solving that aligns the Alliance with the emerging healthcare environment. The Alliance is exploring strategies for effective integration of social media technologies. **We believe that the social media technologies can provide us with some unique and cost-effective channels to facilitate networking, learning, and advancement of the profession.**”*

Jann Balmer, RN, PhD,
President of the Alliance for Continuing Medical Education



<http://meetingsnet.com/medicalmeetings/mag/0701-cme-alliance-begins/>



Alliance for CME SoMe Working Group

Working Group Roadmap:

- people (who);
- objectives (what);
- strategies (why);
- technologies (how)

“We are trying to think through how we can remain engaged and committed to social media tactics for the long run and as technologies evolve. As is the case with the education we produce, it is vital that we stay aware of formative assessment opportunities.”

Jeremy Lundberg, MSSW
CEO of DLC Solutions



<http://meetingsnet.com/medicalmeetings/mag/0701-cme-alliance-begins/>



Alliance for CME SoMe Working Group

Current draft objectives:

- Increase Alliance visibility and awareness.
- Inform the public on the Alliance's work, news, and events.
- Improve communication with Alliance followers, contacts, and members.
- Promote Alliance forums, publications, education opportunities, and events.
- Facilitate member and staff networking, collaborations, and partnerships.



<http://meetingsnet.com/medicalmeetings/mag/0701-cme-alliance-begins/>



Publically Available SoMe Policies

Organization	Title
American Red Cross	Online Communications Guidelines
Cleveland Clinic	Social Media Policy
Harvard Law School	Terms of Use
Kaiser Permanente	Social Media Policy
Mayo Clinic	For Mayo Clinic Employees
Ohio State University Medical Center	Philosophy on Social Media
The University of Texas MD Anderson Cancer Center	Blog Policies and Guidelines
U.S. Department of Defense	Responsible and Effective Use of Internet-based Capabilities
Vanderbilt University Medical Center	Social Media Policy



<http://socialmediagovernance.com/policies.php>



Mayo Clinic Experience With SoMe

“... a first-of-its-kind [SoMe] center focused on health care...builds on Mayo’s leadership among health care providers in adopting social media tools...”

Mayo Clinic has:

- The most popular medical provider channel on YouTube
- More than 60,000 “followers” on Twitter
- Well over 20,000 Facebook connections
- News Blog, Podcast Blog and *Sharing Mayo Clinic*, a blog that enables patients and employees to tell their Mayo Clinic stories, and
- MayoClinic.com, Mayo’s consumer health information site, also hosts a dozen blogs on topics ranging from Alzheimer’s to The Mayo Clinic Diet.



<http://socialmedia.mayoclinic.org/>

Mayo Clinic's Social Media Story: Implications and Applications for CME Professionals

Lee Aase (@LeeAase)
Director, Mayo Clinic Center for Social Media
#MCCSM

September 10, 2010

Mayo Clinic Medical Edge Syndicated News Media Resources

The screenshot displays the Mayo Clinic website's navigation and content structure. At the top, there are links for "Appointments", "Jobs", and "About". Below this is a search bar and a secondary navigation menu with categories like "Medical Services", "Health Information", and "Education & Research". The main navigation bar includes "Diseases & Treatments", "Doctors & Departments", "Patient & Visitor Guide", "Online Services", and "For Medical Professionals".

The left sidebar contains a "News" section with sub-links for "News Releases", "Feature Stories", "Medical Edge", "Television", "Newspaper Column", "Radio", "NWA Traveler Column", "Syndication", "About Medical Edge", and "RSS Web Feeds".

The main content area features a large banner for "MAYO CLINIC MEDICAL edge" with a "Print E-mail Page" link. Below the banner are three columns of content:

- Television:** Includes a "Television" icon and text: "see more TV stories", "Mayo Clinic produces and distributes Medical Edge from Mayo Clinic — a weekly medical news package for television newscasts.", and a "June 2008 Circulator Boot" article snippet: "Many people with diabetes".
- Newspaper Column:** Includes a "Newspaper Column" icon and text: "see more newspaper columns", "If Uterus, Cervix Are Removed, Are Screening Tests Necessary?", "DEAR MAYO CLINIC: I am 52. I had a total hysterectomy and cervix removal at age 38. Do I still need to get a pelvic exam", and a "June 2008 Radio Stories" article snippet: "Treating Poison Ivy".
- Radio News:** Includes a "Radio News" icon and text: "see more radio stories", "Medical Edge Radio from Mayo Clinic, a daily 60-second health segment, features general health and people-focused stories.", and a "June 2008 Radio Stories" article snippet: "June 2 Treating Poison Ivy".

First Foray in New Media












- Existing *Medical Edge* radio mp3s
- Launched Sept. '05; Downloads up 8,217 percent Oct. vs. Aug.

Step 2: More, Longer Podcasts

Mayo Clinic

PODCASTS

1-9 of 9 Sort by: Most Popular ▾

 <p>Mayo Clinic - Medical Edge Radio Mayo Clinic Category: Science & Medicine Free SUBSCRIBE</p>	 <p>Mayo Clinic - Medical Edge Video Mayo Clinic Category: Science & Medicine Free SUBSCRIBE</p>	 <p>Mayo Clinic - Bones and Muscl... Mayo Clinic Category: Science & Medicine Free SUBSCRIBE</p>
 <p>Mayo Clinic - Children's Health ... Mayo Clinic Category: Science & Medicine Free SUBSCRIBE</p>	 <p>Mayo Clinic - Women's Health ... Mayo Clinic Category: Medicine Free SUBSCRIBE</p>	 <p>Mayo Clinic - All Audio Podcast Mayo Clinic Category: Medicine Free SUBSCRIBE</p>
 <p>Mayo Clinic - Men's Health Pod... Mayo Clinic Category: Medicine Free SUBSCRIBE</p>	 <p>Mayo Clinic - Cancer Podcast Mayo Clinic Category: Science & Medicine Free SUBSCRIBE</p>	 <p>Mayo Clinic - Heart Podcast Mayo Clinic Category: Medicine Free SUBSCRIBE</p>

Mayo Clinic - Heart Podcast



Mayo Clinic
 Category: Medicine
 Language: English

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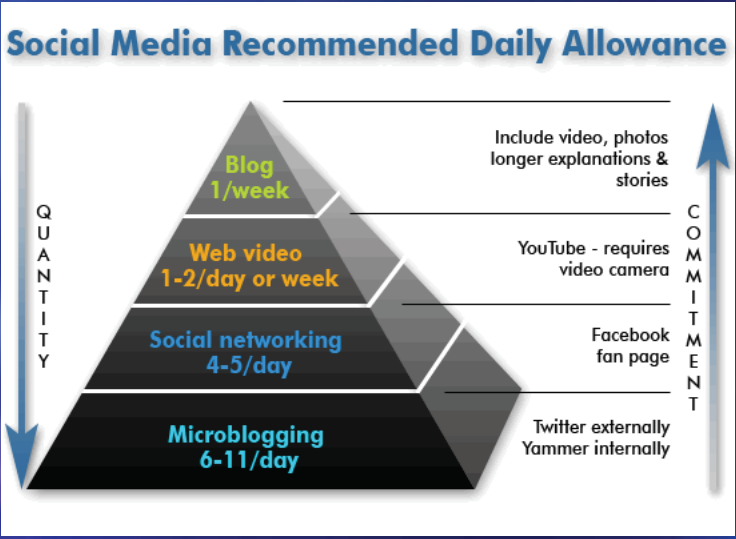
PODCAST DESCRIPTION

The Mayo Clinic Heart Podcast offers extended conversations about conditions affecting the heart and blood vessels with leading Mayo Clinic cardiologists, cardiovascular surgeons and vascular medicine specialists. Heart disease is the leading cause of death for both men and women. Learn about the latest research and treatment advances, and why they are important.

	Name	Time	Artist	Release Date	Description
1	Heart Numbers	26:11	Mayo Clinic	8/13/07	What are the important numbers...
2	Postural Orthostatic Tachycardia ...	22:44	Mayo Clinic	7/11/07	"I'm too tired to go to school." S...
3	Off-Pump Bypass	18:30	Mayo Clinic	7/11/07	Every year thousands of people...

Basic Social Media “Food Groups”

Social Media Recommended Daily Allowance



twitter Home Profile Find People Settings Help Sign out



mayoclinic

Name Mayo Clinic
Location Minnesota, Florida, Arizona
Web <http://www.mayoclinic.org>
Bio Excellent integrated group health care practice. Acct maintained by @leeaase. Following not = endorsement. To request follow, tweet @mayoclinic.

1,170 following **19,522** followers **641** listed

Tweets 1,410

Favorites

Actions
[message mayoclinic](#)
[block mayoclinic](#)
[report for spam](#)

Following



Following Lists Settings

Your lists: @LeeAase/healthcare - tweeps

Sleep medicine w/ Dr. Auger – Medical Edge Weekend – Sat. 2/27 9–10 a.m. CST – details @ <http://cot.ag/9O9KgY> #mayoradio
32 minutes ago from CoTweet

New #mayoclinic post A Meeting of the Minds – Mayo Clinic and the Alzheimer’s Association of Minnesota–North Dakota... <http://ow.ly/16Do5i>
about 1 hours ago from HootSuite

Dr. Auger on sleep medicine – Medical Edge Weekend – Sat. 2/27 9–10 a.m. CST – details @ <http://cot.ag/9O9KgY> #mayoradio
about 12 hours ago from CoTweet

facebook Home Profile Friends Inbox 38 Lee Aase Settings Logout

Mayo Clinic

Wall Info Photos Discussions Video Boxes >> +

What's on your mind?

Attach     Share

 Options

Mayo Clinic



Athletes and Heat
 In 2008, six student athletes died on the field because of the heat. Four were in high school and two were in college. Mayo Clinic sports medicine spe... [Read More](#)
 Length: 1:54

10 hours ago · Comment · Like · Share

4 people like this.

Write a comment...

Shannon Swing July 24th 2008 Leiomyosarcoma tumor removal. Thank you for saving my life! Mom of four in Wisconsin.
Yesterday at 8:07am · Comment · Like · Report

Mayo Clinic

Working in the History of Medicine Library
 I've always enjoyed reading. Browsing through bookstores and antique shops looking

Write something about Mayo Clinic.

Insights See All

4.0 Post Quality

67 Interactions This Week

Most Active Cities

Rochester	14
United States	46

View All

Insights are visible to page admins only.

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MAYO CLINIC *The needs of the patient come first*
 Mayo Clinic's Primary Value

Videos | Favorites | Playlists | Groups | Friends | Subscribers | Subscriptions

Mayo Clinic Channel [Edit Channel](#)


mayoclinic
 Joined: June 15, 2006
 Last Sign In: 19 hours ago
 Videos Watched: 4,029
 Subscribers: 335
 Channel Views: 24,991

NONPROFIT

The Mayo Clinic Channel is a place to see what makes Mayo Clinic special, and to watch videos about Mayo's latest research and treatment advances. For information on how you can support Mayo Clinic's research, check here <http://www.mayoclinic.org/c...>

Mayo Clinic is the first and largest integrated, not-for-profit group practice in the world. Doctors from every medical specialty work together to care for patients, joined by common systems and a philosophy of "the needs of the patient come first." More than 3,300 physicians, scientists and researchers and 46,000 allied health staff work at Mayo Clinic, which has sites in Rochester, Minn., Jacksonville, Fla., and Scottsdale/Phoenix, Ariz. Collectively, the three locations treat more than half a million people each year.

City: Rochester, MN; Jacksonville, FL;
 Phoenix/Scottsdale AZ
 Hometown: Rochester, MN



0:04 / 5:20

AI Errato's Mayo Clinic Story [edit](#)
 From: mayoclinic
 Views: 1,114

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MAYO CLINIC

Sharing Mayo Clinic
 A blog with stories from patients, families, friends and Mayo Clinic staff

« Breast Cancer Patient Runs Marathon on Diagnosis Anniversary to Inspire Others
 Mayo Transplant Patient a Finalist on American Idol »

Tamiko's Story: Getting Definitive Answers

By Lee Aase

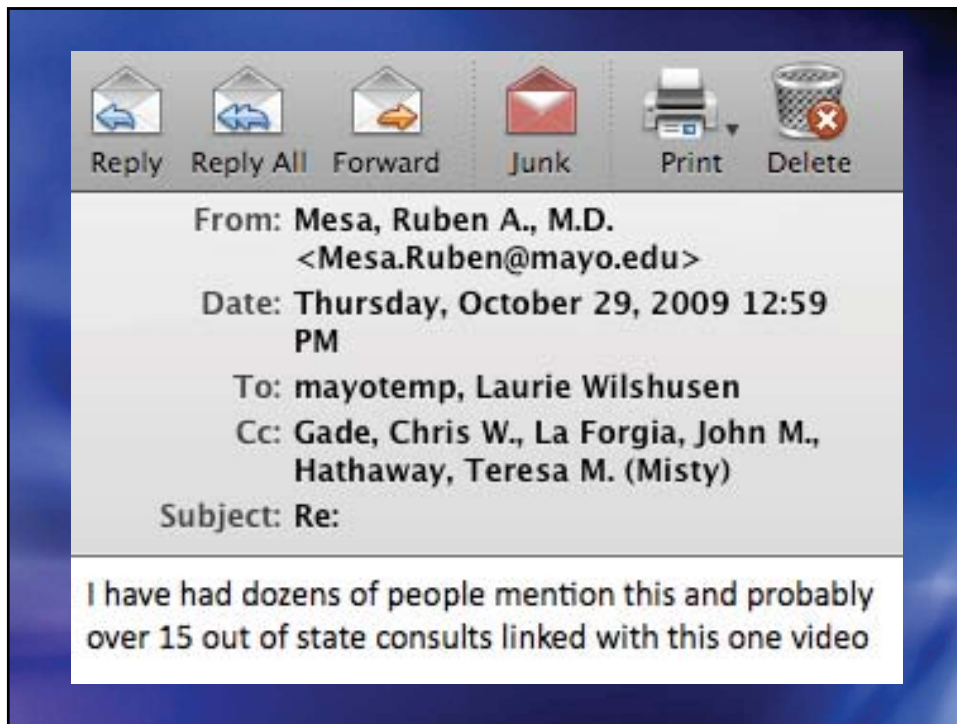
☆☆☆☆☆ Rate This

Tamiko Lyle lives in Kelowna, British Columbia, and came to Mayo Clinic in late February to seek answers to medical problems that had bothered her for several years.

In explaining why she came to Mayo Clinic, Tamiko said she

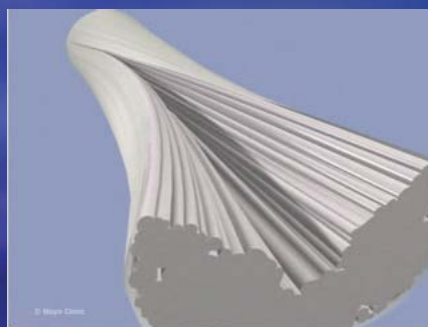
Two Case Studies

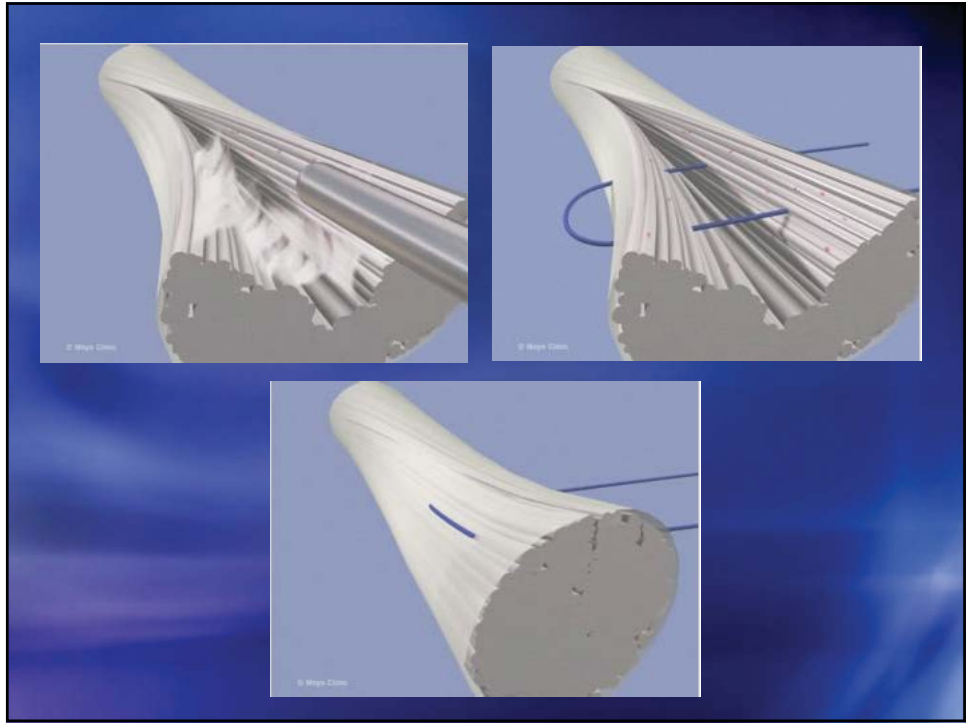
The image shows a screenshot of a YouTube video player. At the top, the YouTube logo is on the left, and a search bar contains the text "myelofibrosis video" with a "Search" button to its right. Below the search bar are navigation links for "Home", "Videos", "Channels", and "Shows". The video title "Myelofibrosis-Mayo Clinic" is displayed in bold black text, with an "Annotations Editor" button to its right. The video frame shows a man in a dark suit and light-colored shirt speaking in an office setting. Below the video frame is a playback control bar with a play button, a progress bar, and a timestamp of "00:09 / 10:27". To the right of the progress bar are icons for volume, resolution (360p), and other video controls. At the bottom left of the player, there are five red stars and the text "4 ratings". At the bottom right, it says "2,784 views" with a help icon.



**Shrinking the 17-year lag
between scientific discovery
and widespread adoption in
medical practice**

**Discovery by Richard Berger, M.D., Ph.D.
Dean, Mayo School of CME
Ulnotriquetral (UT) Ligament Split Tear**





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 **MAYO CLINIC** *The needs of the patient*
Mayo Clinic's Primary

 **Mayo Clinic Channel**
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[Uploads \(492\)](#)

-  **Flight Nurse**
145 views - 1
-  **Mayo Clinic Lupus-like**
137 views - 3
-  **Mayo Clinic Myocarditis**
180 views - 3

[see all](#)

[Favorites \(6\)](#)

-  **before and surgery for**
chloew90 - 12
-  **Mayo Clinic charming**
chloew90 - 12

0:17 / 1:42

 MAYO CLINIC

Sharing Mayo Clinic
A blog with stories from patients, families, friends and Mayo Clinic staff

« "Joe Clinic" — the model Mayo employee
Coding Specialists at Mayo Clinic Florida »

Jayson Werth's Mayo Clinic Story

By Lee Aase

★★★★★ 1 Votes

When **Jayson Werth** was struck on the wrist by a pitch during the first spring training game of 2005 as a member of the Los Angeles Dodgers, he began an odyssey to overcome the injury and return to his promising career in major league baseball.

Now Jayson is a member of the **World Champion Philadelphia Phillies**, and I had the opportunity to interview him yesterday before their home game against the Washington Nationals. Jayson recalled the pain, frustration and anxiety that brought him to Mayo Clinic in August 2006 to see **Richard Berger, M.D.**, an orthopedic

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 MAYO CLINIC

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Medical and Scientific News and Stories

« Dr. Michael Brennan on PBS' "Dancing with Doctors" »

Phillies outfielder credits Mayo Clinic surgeon for comeback chance

Jayson Werth, the right fielder whose two home runs last night helped to send for the Philadelphia Phillies to their second straight World Series, has come back from a career-threatening wrist injury thanks to Mayo Clinic orthopedic surgeon Richard Berger, M.D., Ph.D.

Earlier this year, Jayson told his story on our *Sharing Mayo Clinic* blog. Here are excerpts of his story, in his own words:

The first day of spring training 2005, I was hit by a pitch. Originally it was diagnosed...as an evulsion fracture. I was out two weeks, and then two weeks turned into two months, and my pain wasn't really where the evulsion fracture was...I played two-thirds of the season, I would say—didn't play very well, played with pain...it was rough, I was injured.

At the end of the year, the hand specialist for the Dodgers did a surgery that didn't help. I was actually worse after the surgery

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Local Sports

Paul Christian: Phillies' star owes career to Mayo Clinic doctor

10/28/2009 7:40:02 AM
Comments (0)

Ever try playing golf with a wrist so painful that it hurt like crazy even at the slightest movement?

Or the same with hockey or bowling. Tennis anyone?

Jaysen Werth plays baseball for a living and his left wrist became so painful that he seriously thought about retiring.

That was in 2006. He missed the entire season because of a sore left wrist.

"I tried everything," he said, "and nothing worked. I couldn't go on.

"I seriously thought about retiring."

That was then; this is now. Tonight, Werth will step into the batter's box as a member of the defending world champion Philadelphia Phillies, who are playing the New York Yankees in the World Series.

That Werth is playing tonight is remarkable and that he's

by Pedro Martinez after

Surgeon separates Phillies player from pain

It was all in the wrist for right fielder Jaysen Werth. The Philadelphia Phillies player was so in pain that he seriously thought about retiring last season.

Werth says the injury left him with a year's worth of pain and missed games, but he's now back on the field.

USA Today

Nov 12, 2009

MARKETPLACE TODAY

www.usatoday.com/markplace

Surgeon separates Phillies player pain

Updated 4h 3m ago | Comment | Recommend

E-mail | Save | Print



Enlarge By Robert Hanashiro, USA TODAY

Philadelphia Phillies right fielder Jayson Werth, 28, at bat in Game 6 of the World Series against the New York Yankees Nov. 4. Werth's career was put on hold by a wrist injury that was "in his left hand, the leading hand when he was batting," says Mayo Clinic hand surgeon Richard Berger.

By Mary Brophy Marcus, USA TC

A few years ago, Phillies right fielder Werth thought he had hit the end of his career. Chronic wrist pain had side effects from playing baseball with his then Los Angeles Dodgers — until a surgeon at Mayo Clinic diagnosed the root of the problem and corrected it with arthroscopic surgery he developed.

Ironically, the fateful pitch that injured Werth in 2005 was thrown by pitcher A.J. Burnett, now a Yankee, again last week in the World Series which the Phillies lost.

"During the first game of spring training in 2005, I got hit in the wrist by Burnett's pitch two months right away."

Werth says the injury set off a year of appointments, tests and wrist surgery. The condition landed him on the disabled list.

"No matter who I saw for my wrist, I found the same thing: As long as you can tolerate it, you can live with it after obtaining four separate expert opinions."

One weekend on a visit home to St. Louis, a meeting turned Werth's luck around. He met an orthopedist who had worked at the Mayo Clinic when he ran into Werth at a baseball game, and the friend encouraged him to see colleagues at Mayo's orthopedic hospital.

#WRISTPAIN CONVERSATION

Follow the Twitter chat

Today story
@BrophyMarcUS about how a Mayo Clinic MD helped Phillies OF Jayson Werth beat #wristpain
<http://bit.ly/1ZloUu>
November 11, 2009, at 11:24 p.m.

LeeAase
Background on #wristpain Twitter chat
w/@mayoclinic MD who helped save Phillies OF Jayson Werth's career
<http://bit.ly/dBIMH>
November 11, 2009, at 11:21 p.m.

Last Refresh: November 11, 2009, 11:28

POWERED BY twitter

#WRISTPAIN CONVERSATION

Follow the Twitter chat

mayoclinic
@kaitlin_doddy This is our first one and related to a specific kind of wrist pain.



Erin Turner

My E-Patient Twitter Success Story

When I arrived at the [Mayo Clinic](#) in Rochester, Minnesota a few weeks ago, I was asked: "Who referred you to us?" My answer was not traditional: "Twitter."



For the past five years, I've suffered with pain in my right wrist on a daily basis, despite regular treatment from an orthopedic surgeon. I was diagnosed with an LT ligament tear and told that my only surgical option was a partial fusion of my wrist - a treatment he did not yet recommend and I was unable to accept as a solution. At the time, I remember having a conversation with my father: "You hear about these ballplayers tearing things and coming back to play the next season," he said. "It seems like there should be a better solution than that."

I was in pain. I couldn't open jars myself or turn doorknobs with my right hand.

I was frustrated. I didn't have much time with my surgeon and I didn't feel like I was getting the answers I needed.

I wanted more.

Then, two things happened that changed the direction of my

treatment.

First, my mother told me she saw something about wrist ligament damage in *USA Today*. My father's foreshadowing, it turns out, was spot on. The article turned out to be [about baseball player Jayson Werth](#) and the treatment of a not particularly well-known wrist ligament injury: a UT split tear. Second, I noticed an alert on my Twitter aggregator: In coordination with the *USA Today* article, [@MayoClinic](#) was hosting a #wristpain Twitter chat with [Dr. Richard Berger](#), the surgeon who discovered the UT split tear. When I read the article and the tweet, I knew I had to participate.

3031091

Less than 24 hours after my initial appointment, I not only had a new diagnosis - a UT split tear - but had surgery to correct the problem. As I write this, my right arm is in a festive green, but otherwise annoying cast. The short-term hassle, however, should be more than worth the long-term gain - the potential for a future without chronic wrist pain. A future, that without Twitter and those in the medical community willing to experiment with new communications tools, might not exist for me.

USA TODAY, MONDAY, APRIL 12, 2010 - 5D

Health

Fortuitous tweet puts an end to her wrist pain

Ballplayer's story in USA TODAY leads to remedy

By Mary Remy Marcus
USA TODAY

WASHINGTON — Erin Turner, 28, who lives in Arlington, Va., was contemplating a third wrist operation, this time to fuse the weak joint in an effort to reduce her pain. "I couldn't even pick up a water pitcher," she says.

Then in November, her mother mentioned a USA TODAY story about Philadelphia Phillies right fielder Jayson Werth. Werth, while with his former team the Los Angeles Dodgers, had been sidelined from a promising career because of chronic wrist pain.

In a last-ditch effort — after doctor appointments, medical tests, cortisone shots and unsuccessful surgery — Werth consulted with Mayo Clinic orthopedic surgeon Richard Berger, who was recommended by a family friend.

Berger diagnosed Werth with a common but previously not well-known cause of wrist pain called a split tear of the ulnotriquetral (UT) ligament. The UT ligament runs from the knobby wrist bone (pain up) on the pinky side of the hand down the side of the lower arm.

Fixing it involves outpatient arthroscopic surgery, in which Berger makes a lengthwise incision just below the wrist bone, cleans away scar tissue, then places two stitches around the silted ligament to close the tear. A couple of months in a cast follow.

After hearing about Werth's story, Turner participated in a Mayo Clinic USA TODAY Twitter chat about wrist pain with Berger. She decided to visit the medical center in Rochester, Minn., in February. Berger rendered the same diagnosis as Werth's and performed the same surgery on her wrist.

On Thursday afternoon, during opening week of baseball season, Turner met up with Werth in the dugout at Nationals Park a few hours before the Phillies played their third game against the Washington Nationals.

"I just wanted to thank you for telling your story because it really helped me," Turner told Werth, gesturing comfortably with her newly cast-free wrist.

The two chatted about the frustration of going years with wrist pain, futile surgeries and finally the relief of meeting a doctor who could identify the problem and heal it.

They compared scars: Turner's small welts are still raised and slightly pink; Werth's are barely detectable.

As a balmy breeze scudded across the emerald-green field where players were warming up, Werth, sporting a stubby chin and sunglasses, smiled and said he's glad his problems with his wrist ended up helping Turner.

"The joint hasn't given him any troubles through spring training or during his first couple of games this year, he said, as he bent his wrist back and forth.

"It feels great," Werth says. "I can play now and before I couldn't. Two games down and only 160 to go."



By N. Dawn Bowman/USA TODAY

Wrist ligament repair
A common cause of debilitating wrist pain, a split tear of the ulnotriquetral (UT) ligament, can be detected through a simple physical exam and repaired with outpatient arthroscopic surgery.



By Associated Content/USA TODAY

Thanks to a Twitter chat: Erin Turner and Philadelphia Phillies Jayson Werth compare notes on their surgeries.

"I just wanted to thank you for telling your story because it really helped me."
— Erin Turner to Phillies' outfielder Jayson Werth

What's Next?

Potential CME Applications

- Enhancing existing courses and conferences
 - Course marketing, promotion
 - Deeper engagement beyond the automated response device
 - Qualitative feedback on a quantitative scale
- Realizing the ideal of Continuous Professional Development and maintenance of certification with just-in-time, targeted multimedia learning


Mayo Clinic Center for Social Media

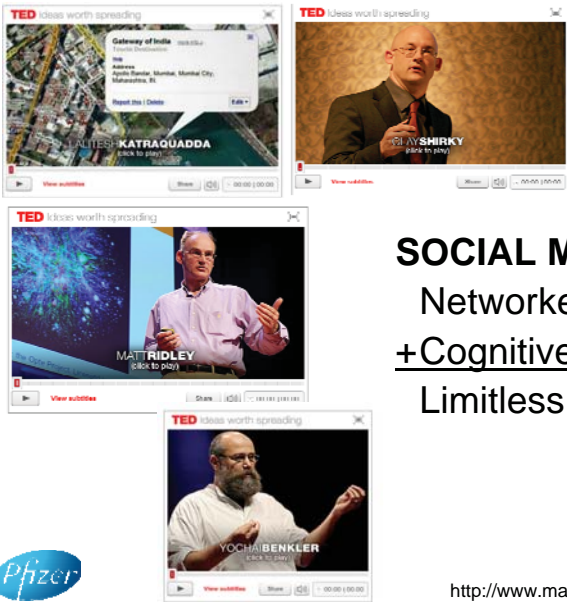
- **Mission: Lead the social media revolution in health care, contributing to health and well being for people everywhere**
 - **Grow social media use by Mayo Clinic**
 - **Create resources for use at Mayo Clinic that can be shared with organizations wanting to use social media in health and health care**

The screenshot shows the homepage of the Mayo Clinic Center for Social Media. At the top, the URL <http://socialmedia.mayoclinic.org/> is displayed in green. Below the URL is a navigation bar with links for "My Account", "My Dashboards", "New Post", "Edit Page", and "Blog Info". A search bar is also present, labeled "Search WordPress.com Blogs". The main header features the Mayo Clinic logo and the text "Center for Social Media". Below the header is a navigation menu with links for "HOME", "ABOUT", "BLOG", "EVENTS", "NETWORK", and "SERVICES". The main content area is titled "OVERVIEW" and contains the text: "The social media revolution is the most far-reaching communications development since *Gutenberg's printing press*." Below this text is a large black box with the text "Social Media Revolution 2 (Refresh)".


Social Media Health Network

- Associated with Center for Social Media
- Membership group with access to Mayo social media training curriculum, resources
- Community site to enable members to learn from each other, develop best practices and standards
- Network launches late Sept. 2010; go to socialmedia.mayoclinic.org or email aase.lee@mayo.edu for info on joining

 Resource I: Value in SoMe



SOCIAL MEDIA VALUE:
Networked Communication
+ Cognitive Surplus
Limitless, Lifesaving Good

 <http://www.makeuseof.com/tag/ted-talks-social-media/>



Resource II: SoMe and Behavior Change

Qwitter is a social tool designed to help you quit smoking. Qwitter does a few things to assist you in your effort to be **SMOKE FREE**.

You can easily keep track of how many cigarettes you smoke each day.
You can keep a journal of your thoughts & feelings as you strive to smoke less.
You can view your progress over time.
You can share this information with others who can support you.

1162 people are using Qwitter to help them stop smoking.

<http://qwitter.tobaccofreeflorida.com/english/>



Resource III: The Ultimate SoMe List

Found In Cache

Social Media resources for health care professionals from Ed Bennett

Hospital Social Network List

U.S. Hospitals that use Social Networking tools – updated on August 28, 2010

825 Hospitals total

- 391 YouTube Channels
- 631 Facebook pages
- 634 Twitter Accounts
- 87 Blogs

[Current Charts and Excel files](#)

NEW! – [Blogs](#) – [Twitter](#) – [Facebook](#) – [YouTube](#)



<http://ebennett.org/hsnl/>



Community Announcement

INAUGURAL MEETING ANNOUNCEMENT

Please join us in Harrisburg!

Mid-Atlantic Alliance for CME

Inaugural Meeting – SAVE THE DATE

September 14, 2010

8:30 a.m. – 3:00 p.m.

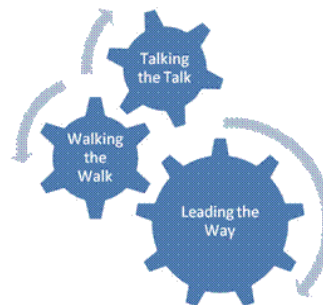
Pennsylvania Medical Society

777 E. Park Drive

Harrisburg, PA

• [Program Information](#)

• [Registration Form](#)



If you can not attend, please follow us on Twitter : @MAACME and #MAACME10 in the days leading up to the Inaugural Meeting!



<http://www.MAACME.org>



Until Next Time....

1. 2010 goal to improve dialogue with the CE community
 - Upcoming webinars:
 - October 1 – Invitations to be sent out around September 22nd
 - 11AM ET: Nov 5 – Dec 3
2. Alliance 2010 Annual Conference 'Best of Sessions' Webinars
 - Part 5 - Elements of a Quality Grant Request: Commercial Supporter Perspectives
(September 21, 2010 at 2:00 PM ET)
 - Bryan King, GlaxoSmithKline
 - Jacqueline Mayhew, Pfizer
 - Miles McLennan, Allergan
 - Kristin Rand, Genentech
3. If you have comments or suggestions please send an email: mededgrants@pfizer.com



How can we help?