Networking & Professional Involvement

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Learning Objectives

• Discuss the role of social media in daily life
• List different ways of networking for professional gain
• Describe the overall effect of networking in an individual's life

The Quadruple Aim as a Physician

• Improving Population Health
• Enhancing Patient Experience
• Reducing Health Care Cost
• Improving Physician Wellbeing
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**The Quadruple Aim as a Medical Student**

- Excelling in daily school life
- Passing/Excelling through Exams (COMLEX, USMLE)
- Planning for future (Residency Match)
- Excelling in daily home life

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**Virtual Existence**

- Professional "Cloud Existence"
  - Work Email
  - Work related network files
  - Electronic Health Record
  - Work Beeper/Cell Phone
- Personal "Cloud Existence"
  - Personal Email
  - Personal Network Drive
  - Personal Cell Phone
  - General Social Media
  - Professional Social Media
General Social Media

• 2.46 billion in 2017 social media users around the globe
• 2.77 billion expected by 2019

Professional Social Media

• LinkedIn
• Quora
• Plaxo
• ResearchGate
• MDNetwork
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Post Post-Modern Existence

- Family & Friends
- Professional Colleagues
- Individual Contact & Virtual Existence

Residency Match

- Program Web Page: 100% of applicants
  - Likert Score 5
- Facebook Page: 47% accessed the
  - Likert Score 3
- Twitter Account: 2%
  - Likert Score 1
- Programs: 50% made one social media account available
- Usefulness: 25% who accessed reported it to use in decision making


Doximity Study from MayoClinic

- 2152 of 12,617 applicants (17%) across 24 graduate medical education programs
- Sixty-two percent of respondents (n=1339) used Doximity
- 79% of respondents (977 of 1241) reported that
- Doximity reputation rankings influenced their application, interview acceptance, or match list ranking decisions

Get Involved

- Family Medicine Interest Groups (FMIGs)
- Pennsylvania Osteopathic Medical Association (POMA)
- American Osteopathic Association (AOA)
- Pennsylvania Academy of Family Physicians (PAFP)
- American Academy of Family Physicians (AAFP)
- Society of Teachers of Family Medicine (STFM)
- North American Primary Care Research Group (NAPCRG)
- Family Medicine Education Consortium (FMEC)—NE Regional
- National Medical Student Conference, Kansas City MO

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The Most Important Network

- The programs where your seniors have matched
- Make a list

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Getting Involved—Capture Maximum

- Attend an event
- Present something
- Talk to people
- Giving attitude

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Creating a “Peoples Bank”

• Increasing well-wishers in your life
• Giving attitude
  • A smile
  • An email
  • A season’s greeting card
  • A gift
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Post-Modern Existence

- Family & Friends
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Resident Physicians—Social Media

- Future Job Market
- Professional Education
- Organization Promotion
- Patient Care
- Patient Education
- Public Health Programs

Dangers of Social Media

- Questionable Quality of Information
- Damage to Professional Image
- Privacy Breaches
- Violation of professional boundaries
- Licensing and Legal Issues

POFPS 3rd Annual Student / Resident Program
August 4, 2018
What next?

Membership?

Hard work?

Direction?

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• Questions!!