



JOHNS HOPKINS
M E D I C I N E

Guiding You to Make Impact With the Use of Social Media

Margaret S. Chisolm, MD

Phillip Pierorazio, MD

Elliott Haut, MD, PhD

Therese Lockemy

Tristin Bates

Johns Hopkins Medicine

Introductions



Who we are



Therese Lockemy,
director of internet
marketing and social
engagement at **Johns
Hopkins Medicine**
[@tlockemy](#)



Margaret S. Chisolm, MD,
vice chair for education in the
Department of Psychiatry
and Behavioral Sciences
at **Johns Hopkins
Medicine** [@whole_patients](#)



Phillip Pierorazio, MD,
associate professor of
urology and oncology in the
Brady Urological Institute
at **Johns Hopkins
Medicine** [@drphil_urology](#)



Elliott Haut, MD, PhD,
vice chair of quality,
safety, and service in the
Department of Surgery
at **Johns Hopkins
Medicine** [@elliotthaut](#)



Tristin Bates, social
media and blogging
specialist at **Johns
Hopkins Medicine**
[@iamtristinbates](#)

Enterprise Level Social Media



Physician Portal



Johns Hopkins Clinical Connection

[Member Login](#) | [Member Sign-up](#)

[Home](#)

[Specialties](#)

[News & Views](#)

[Research & Innovation](#)

[Patient Safety](#)

[Contact](#)



TORS as a
HPV-Related

Treatment of



Welcome to Clinical Connection

Hear from and connect with Johns Hopkins health care professionals sharing insights on the latest clinical innovations and advances in patient care. Access videos, articles, news, clinical trials and much more.

This site is published and hosted by BroadcastMed.

[▶ Refer a Patient](#)

Video Q & A and Case Presentations



When to Refer for Neurosurgical Treatment for Spasticity and Related Disorders | Q&A

Johns Hopkins professor of pediatric neurosurgery, Shenandoah "Dody" Robinson discusses when it is appropriate to refer patients for a neurosurgical consult for spasticity and related disorders.



Case Presentation - Spinal Cord Tumor (Schwannoma)

Spine neurosurgeon Ali Bydon discusses the case of a young athletic male with a nerve sheath tumor wrapped around his L4 nerve, which allows one to dorsiflex and walk



Case Presentation: Transoral Thyroidectomy

Head and neck endocrine surgeon, Jonathon Russell discusses the case of a 23-year-old woman with an indeterminate thyroid nodule who underwent a transoral thyroidectomy.

Distribution Channels

Clinical Connection

News from the Johns Hopkins Department of Physical Medicine and Rehabilitation



Sign Up for the Clinical Connection E-Newsletter



State-of-the-Art Inpatient Rehabilitation Facility Opens at The Johns Hopkins Hospital

One innovative feature is a courtyard with several surfaces—including gravel, grass and sidewalk curbs—where patients can master walking.

[Read More](#)



A Comprehensive Approach to Lower Back Pain

At Johns Hopkins, physiatrists like Akhil Chhatre develop a treatment plan that includes diagnosis-specific exercises and a prescription for physical therapy.

[Read More](#)



Water Swallow Test Proves to Be Most Sensitive for Dysphagia

When patients take consecutive sips from larger volumes and do not have any symptoms, the test accurately rules out aspiration.

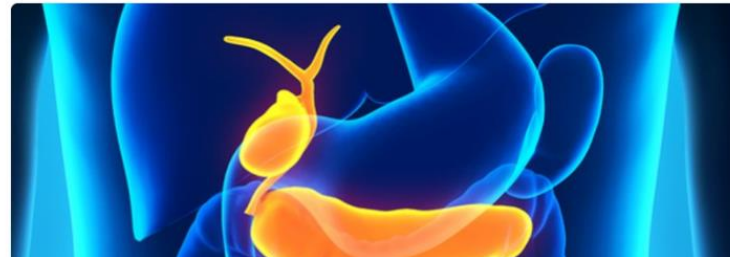
[Read More](#)



JohnsHopkinsMedicine ✓

@HopkinsMedicine

Did you know Johns Hopkins surgeons have performed more than 5,000 #Whipple Procedures since 1980?

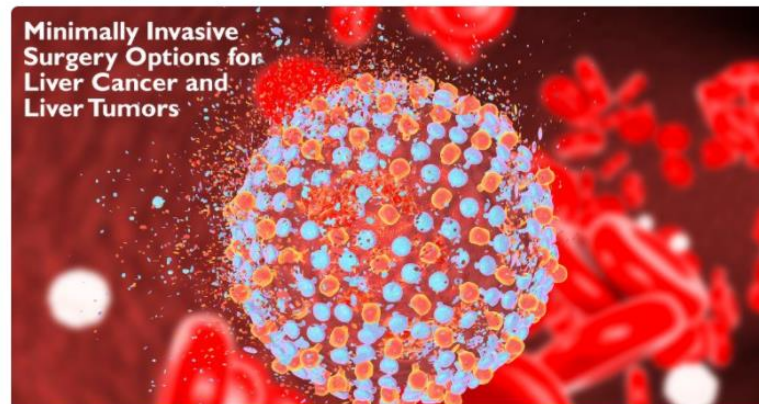


JohnsHopkinsMedicine ✓

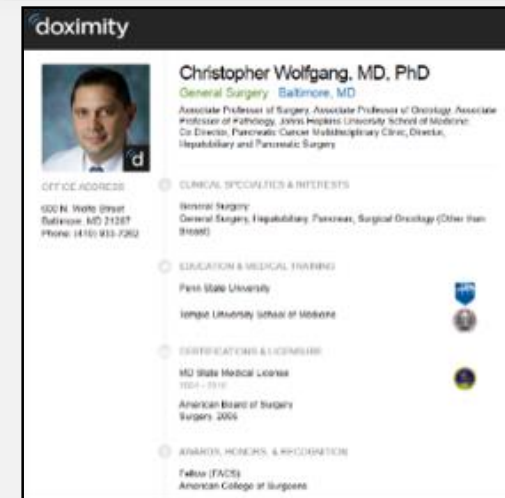
@HopkinsMedicine

The Ins and Outs of the
clinicalconnection.hopkins

For patients with #LiverCancer or a #LiverTumor, minimally invasive surgical techniques are available.



Minimally Invasive Surgery Options
clinicalconnection.hopkinsmedicine.org

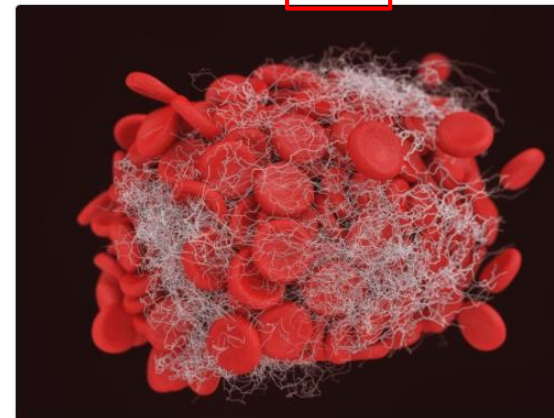
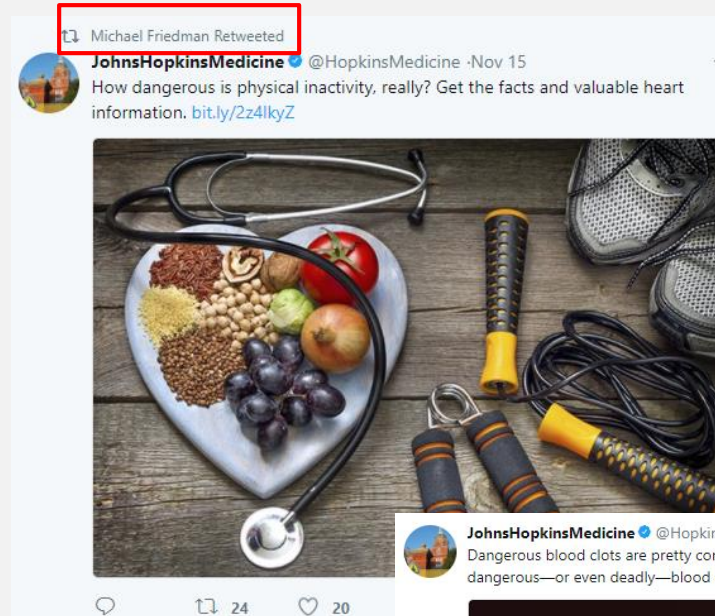


What does this look
like for you?



What does this look like for you?

- The ability to:
 - Share content that we share on your own channels
 - Connect with peers
 - Celebrate success
 - Connect it back to your individual profile as well
- Collaborate with Johns Hopkins Medicine



Examples



Robert Higgins
@roberthiggins32

Robert Higgins, MD, MSHA is Director of Surgery William Stewart Halsted Professor of Surgery and Surgeon-in-Chief of the Johns Hopkins Medicine

Joined September 2012

[Tweet to Robert Higgins](#)

58 Followers you know

14 Photos and videos

Tweets **233** Following **40** Followers **1,077** Likes **686**

Tweets Tweets & replies Media

Robert Higgins Retweeted

Nita Anuja @NitaAnujaMD · Aug 17
@hopkinssurgery #ILookLikeASurgeon our accomplished surgeons discuss sponsorship with visiting prof GloriaFleming



Robert Higgins and Gina Adrales

11 replies 26 likes



Dr. Miho J. Tanaka
@DrMihoTanaka Follows you

Orthopedic Sports Medicine Surgeon; Director, Women's Sports Medicine Program at The Johns Hopkins Hospital

Baltimore, MD

hopkinsmedicine.org/profiles/resul...

Joined May 2016

[Tweet to](#) [Message](#)

14 Followers you know

63 Photos and videos

Tweets **141** Following **115** Followers **284** Likes **107**

Tweets Tweets & replies Media

Dr. Miho J. Tanaka @DrMihoTanaka · Nov 13
Truly honored to lecture on #WomensSportsMedicine and reconnect with friends @KobeU_Global while in #Japan. Thank you for your hospitality!



Examples



Peter Pronovost
@PeterPronovost Follows you

Doctor, researcher, Sr. VP for Patient Safety & Quality @HopkinsMedicine, and director of @JHM_Armstrong.

Baltimore, MD
hopkinsmedicine.org/armstrong_inst...
Joined October 2015

Tweets 981 Following 928 Followers 5,183 Likes 382

Tweets Tweets & replies Media

Peter Pronovost Retweeted

Peter Pronovost @PeterPronovost ·Nov 16
Sign up your hospital by Friday for @AHRQNews #antibioticstewardship project Get support with the technical and cultural changes needed to reduce antibiotic related harms. ow.ly/UQdR30gBFO1

Peter Pronovost @PeterPronovost ·Nov 16
Debating the use of "second victims" when discussing clinicians affect by #Medicalerrors. #ptsafety

Armstrong Institute @JHM_Armstrong
When health care pros are involved in medical errors, should we refer to them as second victims? Both sides of the case presented by @krisvanhaecht @susandscott38 @reemaharrison ...

Armstrong Institute @JHM_Armstrong ·Nov 16
Duplicate electronic medical records are a #ptsafety risk and costly to fix. A usability testing and system redesign project reduced them by 40%. ncbi.nlm.nih.gov/pubmed/29076957 #humanfactors

123 Followers you know

50 Photos and videos



Nita Ahuja
@NitaAhujaMD Follows you

Professor of Surgery, Oncology and Urology; Chief of Surgical Oncology, Vice Chair of Academic Affairs

Johns Hopkins University
facebook.com/Ahuja-Lab-John...
Joined December 2012

Tweets 448 Following 185 Followers 693 Likes 375

Tweets Tweets & replies Media

Nita Ahuja Retweeted

WomenSurgeons @WomenSurgeons ·1h
University of Kwazulu Natal, South Africa produces its first black female neurosurgeon bit.ly/2BbD2hj via @TheCitizen_News #looklikeasurgeon @WomenSurgAfr

UKZN produces its first black female neurosurgeon
There are only five black African female neurosurgeons in South Africa. citizen.co.za

Nita Ahuja Retweeted

Anirban Maitra @Aiims1742 ·2h
Wow!
Thanks to @Nasdaq for supporting #PancreaticCancer awareness

Nasdaq @Nasdaq
We proudly welcome @PanCAN to ring the @Nasdaq Opening Bell! 🎉

48 Followers you know

19 Photos and videos

Physician Profile & Social Handles



Johns Hopkins Medicine
22,626 followers
7mo

At the Johns Hopkins Comprehensive Transplant Center, survival rates are consistently higher than the national average, and kidney transplant wait times are significantly lower. Connect your patient with our team of experts.
<http://bit.ly/2r0LOsA>



Find a Doctor - Johns Hopkins Medicine
hopkinsmedicine.org

44 Likes · 4 Comments

Background

Dr. Phillip Pierorazio is an Assistant Professor of Urology and Oncology in the Brady Urological Institute at Johns Hopkins University. Dr. Pierorazio is originally from New York, received his undergraduate degree from Georgetown University in Washington, DC and his medical degree from Columbia University, College of Physicians & Surgeons in New York City where he completed a Doris Duke Clinical Research Fellowship in Urologic Oncology.

Dr. Pierorazio has expertise in all malignancies of the urinary tract and performs both open and minimally-invasive surgeries including laparoscopic and robotic surgeries of the kidney, bladder, prostate and retroperitoneal lymph node dissection for testicular cancer. He has a special interest in kidney cancer, including partial nephrectomy for early stage disease and high-risk surgeries for patients with advanced cancers.

[...read more](#)



[Twitter](#)

Titles

- Director, Division of Testis Cancer
- Director of Social Media
- Assistant Professor of Urology
- Assistant Professor of Oncology

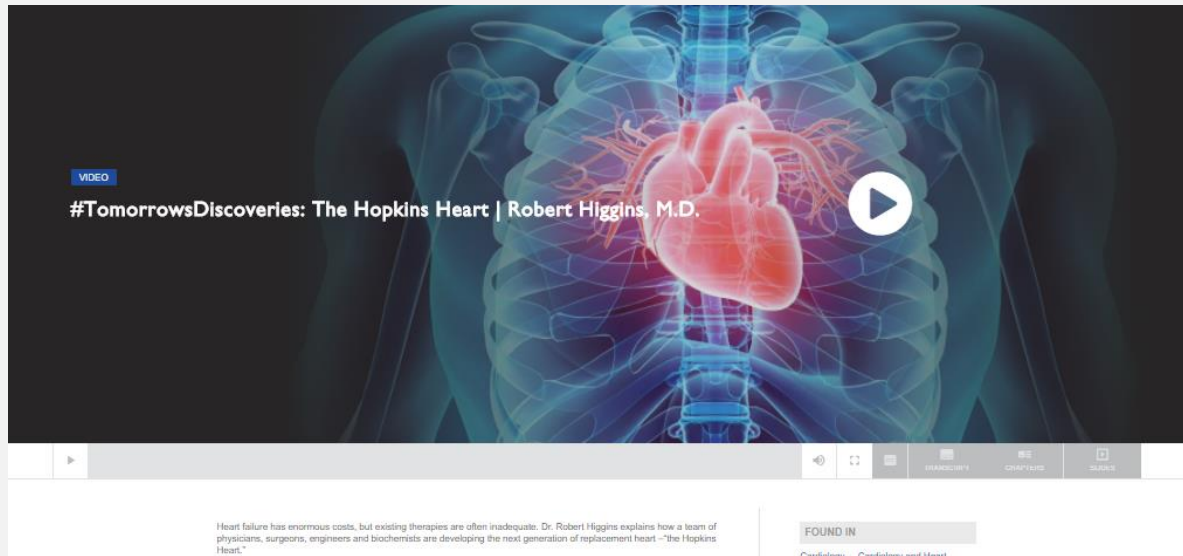
Departments / Divisions

- [Oncology](#)
- Surgery at Sibley Memorial Hospital
- [Urology](#)

Centers & Institutes

- [Brady Urological Institute](#)
- [Johns Hopkins Bayview Medical Center](#)
- [Robotic and Minimally Invasive Surgery](#)
- [Sidney Kimmel Comprehensive Cancer Center](#)
- [Von Hippel-Lindau Clinical Care Center](#)

Tagging Physician's When Sharing Content



Panel Discussion



Social Media Is Not One Size Fits All



Tweets: 4,059

Joined: November 2010

First tweet: March 27, 2014



Tweets: 32,917

Joined: February 2011

First tweet: February 2011



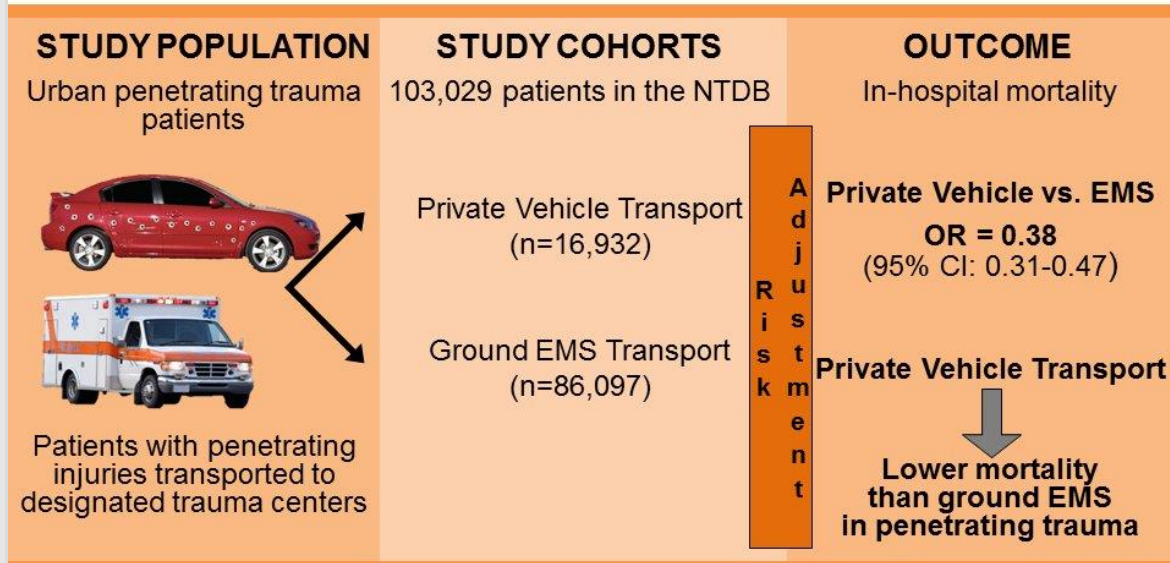
Tweets: 2,472

Joined: June, 2013

First tweet: June 28, 2013

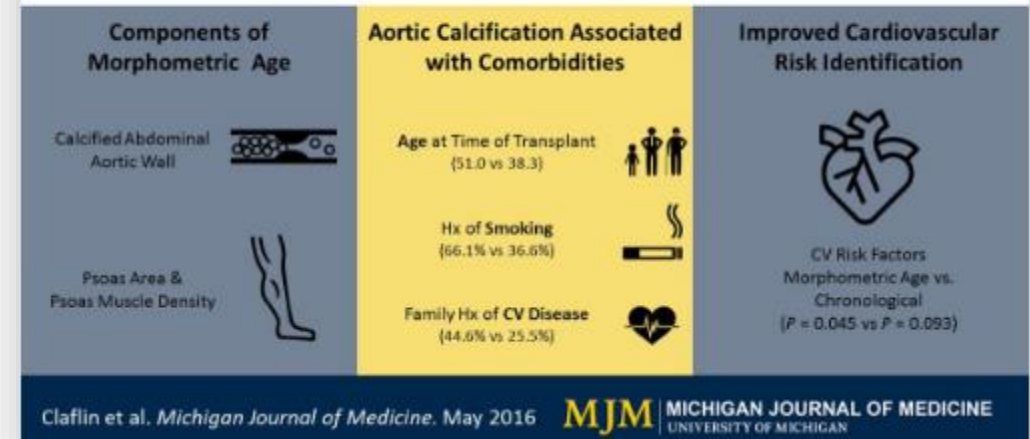
#VisualAbstract

Association between Pre-Hospital Mode of Transport and Mortality in Penetrating Trauma



Wandling et al. *JAMA Surg* September 2017. **JAMA Surgery**

Using Analytic Morphomics to Predict Long-Term Risk in Kidney Donors



Article Metrics

JAMA Surgery Journals Enter Search Term

New Online Views **19,196** | Citations **0** | Altmetric **331**

PDF More Cite Permissions


Original Investigation **ONLINE FIRST**

September 20, 2017

Association of Prehospital Mode of Transport With Mortality in Penetrating Trauma

A Trauma System-Level Assessment of Private Vehicle Transportation vs Ground Emergency Medical Services

Michael W. Wandling, MD, MS^{1,2,3}; Avery B. Nathens, MD, PhD^{3,4}; Michael B. Shapiro, MD¹; Elliott R. Haut, MD, PhD^{5,6,7,8}



331

? About this Attention Score

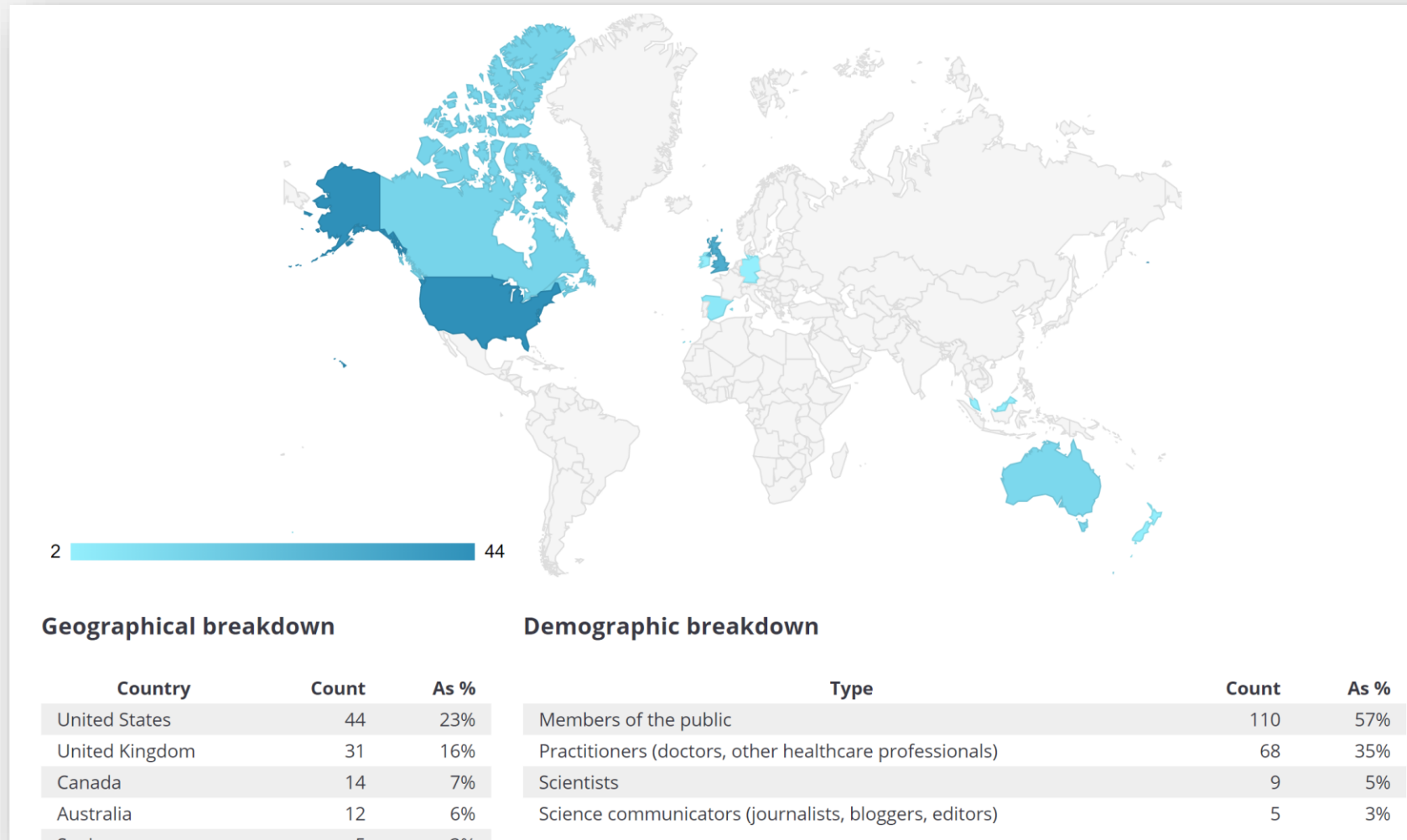
In the top 5% of all research outputs scored by Altmetric

MORE...

Mentioned by

- 8 news outlets
- 1 blog
- 360 tweeters
- 10 Facebook pages
- 1 Google+ user
- 2 Redditors

Twitter Demographics



Amplification



Eric Topol ✓
@EricTopol

Following

When surgeons ask "why can't my #EHR be more like @netflix, @amazon, @google & @apple? @JAMASurgery jamanetwork.com/journals/jamas ... @elliottthaut

Invited Commentary

Computerized Clinical Decision Support Systems for Prevention of Venous Thromboembolism: Why Can't My Electronic Health Record Be More Like Netflix, Amazon, Google, and Apple?

Brandyn D. Lau, MPH, CPH, Elliott R. Haut, MD, PhD

For every hospitalized patient, innumerable decisions must be made to ensure the highest quality of care. Computerized clinical decision support systems (CCDSSs) are a good option to help busy clinicians deliver optimal care. Frequently, we prioritize and make the most important decisions first and, with competing demands for our attention, may unintentionally overlook other, less pressing, decisions. One important decision that is frequently a lower priority is the prescription of prophylaxis for venous thromboembolism (VTE). We congratulate Borab and colleagues¹ on describing in this issue of *JAMA Surgery* the effective marriage of technology and clinical practice to improve quality in their systematic review and meta-analysis of CCDSSs to improve prevention of VTE among surgical patients.

The authors chose a critically important aspect of health care quality. The Agency for Healthcare Research and Quality has called prevention of VTE a top patient safety practice,² prompting hospitals to implement strategies to improve prophylaxis for VTE. A recent report sponsored by the Agency for Healthcare Research and Quality summarizes these efforts, highlighting successful strategies and calling for their dissemination.³ Computerized clinical decision support systems are featured prominently, with examples from 3 major medical centers.

While electronic health record (EHR) systems have been widely adopted in hospitals across the United States, many hospitals, both domestically and globally, do not have the infrastructure to implement CCDSSs. Although they are not within

the scope of the meta-analysis by Borab et al,¹ noncomputerized methods of improving prophylaxis for VTE, while less effective, remain a viable alternative when CCDSSs are not an option.^{4,5}

Although CCDSS interventions are successful at improving prescription of prophylaxis for VTE, other facets of the prevention of VTE must not be ignored. Data from CCDSS tools can identify deficits in prescribing practices⁶ and specific individuals who would benefit from focused feedback.⁷ Efforts must be taken to ensure that patients actually receive prophylaxis for VTE as prescribed; missed doses may represent another common defect in the prevention of VTE.^{8,9} A multidisciplinary team treating VTE from numerous angles is required to realize the full potential of the prevention of VTE.¹⁰

As the authors note, none of the studies included in their meta-analysis was implemented in Epic, which now dominates the hospital EHR market. Several disadvantages with Epic have been previously highlighted, including the exclusive right of the vendor to develop new functions.¹¹ The study by Borab and colleagues¹ reemphasizes the Agency for Healthcare Research and Quality's statement that CCDSSs have the power to improve care for patients nationwide. As clinical researchers, we have done our part. Now, we challenge Epic and other EHR vendors to ensure that the technology lives up to its potential. Although we applauded the option to customize their EHR, this choice should be available only for the few items that truly differ between hospitals (ie, formulary medications). We need centrally created patient safety tools so that individual hospitals do not need to "reinvent the wheel" when building CCDSSs for VTE and other clinical conditions.

John R. Borab, MD, Michael A. Linn, MD, Michael S. Teas, DO, Christopher J. Petrucci, MD, MS, and Thomas M. Koza

IMPORTANCE: Health care professionals do not adequately identify risk or provide prophylaxis for venous thromboembolism (VTE) among surgical patients. Computerized clinical decision support systems (CCDSSs) have been implemented to assist clinicians and improve prophylaxis for VTE.

OBJECTIVE: To evaluate the effect of implementing CCDSSs on the ordering of VTE prophylaxis and the cost of VTE.

DESIGN: PUBMED, MEDLINE, EMBASE, SCOPUS, COCHRANE CENTRAL Register of Controlled Trials, and clinicaltrials.gov were searched to June 2016 for articles published in English from October 15, 1990, to February 16, 2016. An abstract and full-text review of relevant articles was also performed.

SETTING: United States. Clinical trials and observational studies among surgical patients comparing CCDSSs with VTE risk stratification and assistance in ordering prophylaxis in routine care without device support were included. Of the 104 articles screened, 10 (10%) were eligible for meta-analysis.

MEASUREMENTS AND MAIN RESULTS: Meta-analysis of observational studies in epidemiology guidelines were followed. Two reviewers extracted data and assessed quality independently.

KEY POINTS AND RELEVANCE: Rates of prophylaxis for VTE and VTE events, baseline, and final effects models were used to summarize each study and risk ratios.

CONCLUSIONS AND RELEVANCE: Use of CCDSSs increases the proportion of surgical patients who were prescribed prophylaxis for VTE and correlated with a reduction in VTE events.

Invited Commentary

Supplement content

Ill Rate of Venous Thromboembolism Events in Patient

CCDSSs	Without CCDSS		RR (95% CI)
	Total	Events	
6632	43	6267	0.97
1200	12	399	0.64
6437	7	3051	0.68
2093	20	2077	1.29
377	8	389	0.64
80433	832	37795	0.77
97172	49978		0.78
	922		

$I^2 = 0\%$

RETWEETS 82 LIKES 100



11:05 AM - 15 Mar 2017

You and Brandyn Lau

Academic Meetings/Conferences

The Numbers

33,713,124 Impressions

17,430 Tweets

2,502 Participants

145 Avg Tweets/Hour

7 Avg Tweets/Participant

[Tweet](#) [Like](#)

Twitter data from the #AUA16 hashtag between Fri May 6 12:00 through Wed May 11 12:00 2016 Pacific Time (GMT-0700).



The #AUA16 Influencers

Top 10 by Mentions

- @amerurological 2,528
- @loebstacy 1,216
- @ojwiseman 416
- @prokarurol 407
- @daviesbj 403
- @urologycarefdn 344
- @qdtrinh 339
- @janurban12 325
- @dr_rpm 324
- @bekidneystone 280

[Tweet](#)

Top 10 by Tweets

- @amerurological 831
- @adnan_bakri 757
- @uro_stars 731
- @dalypadraig 243
- @bsc_urology 219
- @ojwiseman 197
- @dr_rpm 160
- @tammyja54001341 146
- @urologycarefdn 144
- @mariajribal 143

[Tweet](#)

Top 10 by Impressions

- @amerurological 9,339,671
- @cleclinicmd 1,504,027
- @mayoclinic 1,271,751
- @doctorjaminb 1,152,782
- @thescientifik 970,913
- @menschlithnetwork 818,612
- @adnan_bakri 737,192
- @urologycarefdn 682,828
- @mountsinainyc 668,256
- @urologytimes 537,844

[Tweet](#)

The Numbers

33,713,124 Impressions

17,430 Tweets

2,502 Participants

145 Avg Tweets/Hour

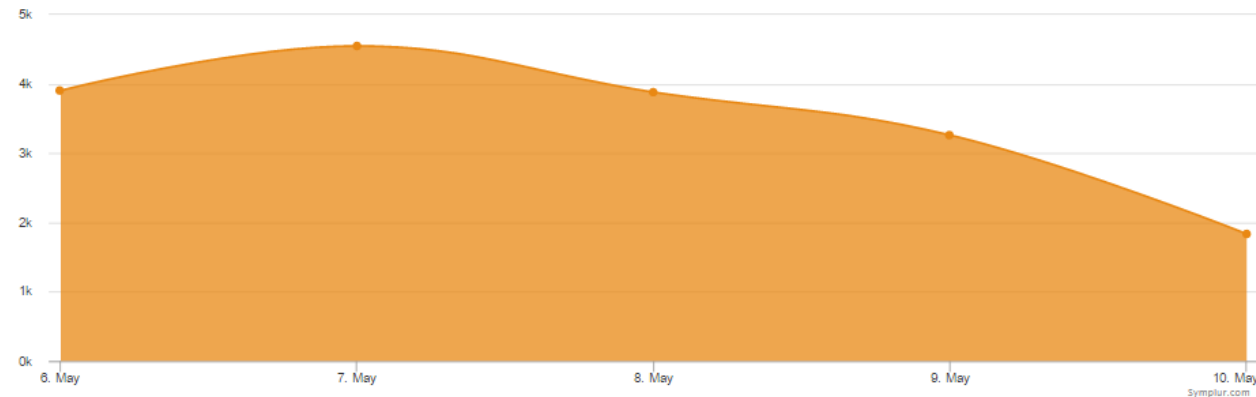
7 Avg Tweets/Participant

[Tweet](#) [Like](#)

Twitter data from the #AUA16 hashtag between Fri May 6 12:00 through Wed May 11 12:00 2016 Pacific Time (GMT-0700).













Tweet Activity on #AUA16



Academic Meetings/Conferences











The #medx Influencers

Top 10 by Mentions

-  @stanfordmedx 1,053
-  @stanfordmed 431
-  @larrychu 226
-  @blackweldermd 219
-  @kidney_boy 186
-  @andrewintech 157
-  @allyc375 146
-  @kevinclauson 143
-  @ekeleymoore 128
-  @kunalthedreamer 125











Tweet

Top 10 by Tweets

-  @whole_patients 410
-  @itsthebunk 226
-  @trevy13 106
-  @kidney_boy 97
-  @seamonkeyphd 97
-  @allyc375 96
-  @710dot9 96
-  @drmikesevilla 95
-  @ksurkan 91
-  @bdzomba 86

Tweet

Top 10 by Impressions

-  @stanfordmed 15,469,014
-  @stanford 2,523,920
-  @drmikesevilla 2,479,866
-  @whole_patients 1,540,277
-  @stanfordmedx 1,280,671
-  @itsthebunk 879,634
-  @amcunningham 842,754
-  @kidney_boy 796,178
-  @stales 714,572
-  @nickisnpdx 635,507

Tweet

The Numbers

38,872,448 Impressions

5,443 Tweets

1,305 Participants

227 Avg Tweets/Hour

4 Avg Tweets/Participant

Tweet Like











Twitter data from the #medx hashtag between Sat Apr 22 12:00 through Sun Apr 23 12:00 2017 Pacific Time (GMT-0700).



symplur











#MEDX

Top 10 by Mentions

-  @amcollsurgeons 37
-  @carlapughmdphd 12
-  @pturnermd 11
-  @josephsakran 10
-  @joshbroghammer 9
-  @acstrauma 3
-  @stopthebleed 2
-  @drkpodzo 2
-  @jonessurgery 2
-  @womensurgeons 2

Tweet

Top 10 by Tweets

-  @amcollsurgeons 6
-  @ncsurgeons 2
-  @womensurgeons 2
-  @markovitzmd 2
-  @mdsurgeons 2
-  @tnchapteracs 2
-  @gasacs 2
-  @cooksurgery 2
-  @laurianojuan 1
-  @booiespot 1

Tweet

#ACSCC17

Academic Meetings/Conferences

The Numbers

30.041M Impressions

7,766 Tweets

1,030 Participants











108 Avg Tweets/Hour

8 Avg Tweets/Participant













The #PCORI2017 Influencers





Top 10 by Mentions

-  @pcon 1,268
-  @alanalda 1,218
-  @hmkyale 586
-  @debbemccall 466
-  @pcornetwork 418
-  @cascadia 219
-  @kfirminger 210
-  @710dot9 208
-  @elliottthaut 180
-  @saemebm 173

Top 10 by Tweets

-  @debbemccall 1,309
-  @realcruzhenry 1,140
-  @poorcountryboy2 574
-  @kfirminger 205
-  @saemebm 172
-  @susanlinot 148
-  @710dot9 127
-  @pcon 110
-  @elinsilveous 105
-  @pcornetwork 94

Top 10 by Impressions

-  @debbemccall 10.6M
-  @realcruzhenry 4.6M
-  @pcon 1.5M
-  @hopkinsmedicine 1.5M
-  @cascadia 1.0M
-  @elinsilveous 927.9K
-  @hmkyale 808.8K
-  @cmichaelgibson 656.4K
-  @stopafib 434.1K
-  @therajivsethi 392.3K

Support and Centralization



Find Research Faculty

Find a Doctor


Or find a doctor at another Johns Hopkins Medicine Member Hospital:

Suburban Hospital
Bethesda, Md.

Howard County General Hospital
Columbia, Md.

Sibley Memorial Hospital
Washington, D.C.


Phillip Martin Pierorazio, M.D.



Director, Division of Testis Cancer
Assistant Professor of Urology
Male

Expertise: Adrenal Surgery, Bladder Cancer, Genitourinary Sarcoma, Kidney Cancer, Prostate Cancer, Robotic and Laparoscopic Surgery. [...read more](#)

Research Interests: Kidney cancer; Renal-cell carcinoma; Urologic malignancies



[More Videos](#)

Request an Appointment

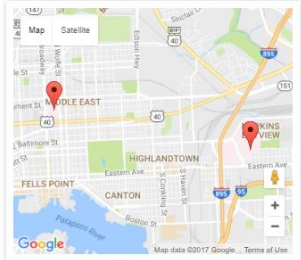
<p>I live in Maryland</p> <p>☎ 410-955-6100</p> <p>Request an appointment through MyChart</p> <p>Insurance Information</p>	<p>I live outside of Maryland</p> <p>☎ 410-464-6641</p> <p>Request Appointment</p>	<p>I live outside of the United States</p> <p>☎ +1-410-502-7683</p> <p>Request Appointment</p>
--	--	--

Locations Background Education Research Activities Videos **Appointments**

Locations

The Johns Hopkins Hospital
Appointment Phone: 410-955-6100
600 N. Wolfe Street
Sheikh Zayed Tower
Baltimore, MD 21287 [map](#)
Phone: 410-502-5984

Johns Hopkins Bayview Medical Center
Appointment Phone: 410-550-7008
4940 Eastern Avenue
Baltimore, MD 21224 [map](#)
Phone: 410-550-0100
[Insurance Information](#)




Background

Dr. Phillip Pierorazio is an Assistant Professor of Urology and Oncology in the Brady Urological Institute at Johns Hopkins University. Dr. Pierorazio is originally from New York, received his undergraduate degree from Georgetown University in Washington, DC and his medical degree from Columbia University, College of Physicians & Surgeons in New York City where he completed a Doris Duke Clinical Research Fellowship in Urologic Oncology.

Dr. Pierorazio has expertise in all malignancies of the urinary tract and performs both open and minimally-invasive surgeries including laparoscopic and robotic surgeries of the kidney, bladder, prostate and retroperitoneal lymph node dissection for testicular cancer. He has a special interest in kidney cancer, including partial nephrectomy for early stage disease and high-risk surgeries for patients with advanced cancers.

[...read more](#)

 [Twitter](#)

Titles	Departments / Divisions	Centers & Institutes
<ul style="list-style-type: none"> Director, Division of Testis Cancer Director of Social Media Assistant Professor of Urology Assistant Professor of Oncology 	<ul style="list-style-type: none"> Oncology Surgery at Sibley Memorial Hospital Urology 	<ul style="list-style-type: none"> Brady Urological Institute Johns Hopkins Bayview Medical Center Robotic and Minimally Invasive Surgery Sidney Kimmel Comprehensive Cancer Center

Background

Dr. Phillip Pierorazio is an Assistant Professor of Urology and Oncology in the Brady Urological Institute at Johns Hopkins University. Dr. Pierorazio is originally from New York, received his undergraduate degree from Georgetown University in Washington, DC and his medical degree from Columbia University, College of Physicians & Surgeons in New York City where he completed a Doris Duke Clinical Research Fellowship in Urologic Oncology.

Dr. Pierorazio has expertise in all malignancies of the urinary tract and performs both open and minimally-invasive surgeries including laparoscopic and robotic surgeries of the kidney, bladder, prostate and retroperitoneal lymph node dissection for testicular cancer. He has a special interest in kidney cancer, including partial nephrectomy for early stage disease and high-risk surgeries for patients with advanced cancers.

[...read more](#)



Titles

- Director, Division of Testis Cancer
- Director of Social Media
- Assistant Professor of Urology
- Assistant Professor of Oncology

Departments / Divisions

- [Oncology](#)
- Surgery at Sibley Memorial Hospital
- [Urology](#)

Centers & Institutes

- [Brady Urological Institute](#)
- [Johns Hopkins Bayview Medical Center](#)
- [Robotic and Minimally Invasive Surgery](#)
- [Sidney Kimmel Comprehensive Cancer Center](#)
- [Von Hippel-Lindau Clinical Care Center](#)

Supporting Physicians & Encouraging Peer-to-Peer

LinkedIn Best Practices & Tips

Why LinkedIn?

LinkedIn is the world's largest professional social network. Healthcare professionals use this platform to connect with past and current colleagues, thought leaders and other experts in medicine. In addition, healthcare professionals may use this platform to amplify innovative research and industry news relative to their work.

On this platform, experts can:

- build a professional identity online while establishing thought leadership and authority by leveraging the platform's publishing tools,
- connect with colleagues and expand their professional network while discovering new professional opportunities and ventures,
- engage their network with industry news and insights.

Below we have our best practices and tips broken into three pieces, being: **Build, Connect, and Engage**

Build Your Profile



Figure 1: (LinkedIn, Dr. Erin Michos)

As the point of entry for your audience, a complete LinkedIn profile can introduce you, your experience and expertise.

Why Twitter?

Twitter at its core, is a real-time public forum and information network where anyone can read, write and share messages. Populated with small 140-character bursts of information called Tweets, users follow the latest stories, ideas, opinions and news that interest them most.

Not only will Twitter allow you to connect in real-time to your targeted audiences, but you will be able to gather marketing and audience intelligence and feedback by following influencers and other key handles on Twitter.

Below we have our best practices and tips broken into three pieces, being: **Build, Monitor, and Engage**

Build Your Profile and Community



Figure 1: (Twitter, Dr. Peter Pronovost)

Building your profile: As the point of entry for your audience, every element of your profile—your @username, photo, bio and links—should reflect your professional identity and personality. Framed below are details about how to put your best face forward on your Twitter Profile:

Support and Centralization of Physicians



FOLLOW JOHNS HOPKINS HEALTH EXPERTS ON TWITTER

 Patricia Davidson: @JHUNursing @JHUNursing Dean and @COWHI Counsel General with expertise in #CardiovascularHealth and #GlobalHealth and #UnderservedPopulations from Sydney, Australia.	 Dr. Paul Christo: @DrPaulChristo Pain expert, Johns Hopkins doctor, host of Aches & Gains on SiriusXM (Also available at http://paulchristo.rnd.com/radio-show).	 Albert Wu: @withyouDrWu Doctor, dad, Johns Hopkins professor, director Center for Health Services and Outcomes Research, patient safety
 Elissa Bantug: @ebantug Breast Cancer Communication, Education, & Survivorship @JohnsHopkins Medicine	 Beth Thompson: @breastcaunder45 Nurse navigator, LiveWell Center for Young Women w/Breast Cancer at Johns Hopkins (and fellow young survivor)	 Joshua Sharfstein: @drjosh Dr. Sharfstein is the Associate Dean for Public Health Practice and Training at the Johns Hopkins Bloomberg SPH.
 Margaret Chisolm, MD: @whole_patients Associate Professor & Vice Chair for Education, Psychiatry, Johns Hopkins Medicine. Mission: Harness digital technology to enhance humanistic medical practice	 Peter Espenshade: @peterespenshade Scientist who studies how cells sense and adapt to their environment. Innovator in biomedical PhD education and training for diverse careers. Proud mentor.	 Hussain Shuler Lab: @hushulab Marshall G Hussain Shuler Current: Tanya Marton, Josh Levy, Kevin Monk, Simon Allard Past: Emma Roach, Camila Zold, Vijay Namboodiri, Cheng-Hang Liu
 Gabrielle Steinhorn: @gabysteinhorn Neurologic Clinical Specialist, Director of the JHH-UD Acute Care PT Residency	 Chris Dax: @todaysimpact Director, Office of Annual Giving, @JohnsHopkins University & Medicine. I embrace the S and tweet on what is happening here and there.	 Dale Needham: @drdaleneedham #CJRehab - Johns Hopkins University - Pulmonary & Critical Care Medicine, and Physical Medicine & Rehabilitation. Tweets represent my personal views.
 Sapna Kudchadkar: @sapnakmd Peds Intensivist & Anesthesiologist, @AmerAcadPeds #SoMe ambassador, #PedsICU topics, Researching #sedation #sleep #delirium #rehab #tweetatrician . Ravens fan	 Lauren H. Nicholas: @lhnicholas health economist, surgical outcomes researcher, climber, traveler	 Roger Blumenthal: @rblument1 Director of the Ciccarone Center for Prevention of Heart Disease. Husband, dad, son, science and sports enthusiast.
 Chike Nwabuo: @chikenwabuo Postdoctoral Fellow, Cardiology at Johns Hopkins Hospital	 Seth Shay Martin: @sethshaymartin Assistant Professor of Medicine/Cardiology, Ciccarone Center for the Prevention of Heart Disease, Johns Hopkins University School of Medicine	 Michael J. Blaha: @michaeljblaha Preventive Cardiology, Johns Hopkins Ciccarone Center for the Prevention of Heart Disease

QUESTIONS RESPONSES 2,335

Johns Hopkins Medicine Social Media Request

Please fill out the below submission form with the content you would like to see scheduled on the Johns Hopkins Medicine social channels. If possible please provide 140 characters or less in the "micro post" section and add more detail in the "long form post." Thank you!

Image title

Micro Post

Long answer text

Long Form Post *

Long answer text

Link

Short answer text

What strategic priority is this tied to?

JHM Departments 2,893

JHM Experts on Twitter 6,497

JHU Public Health @JohnsHopkinsSPH 1h

It takes up to 625 gallons of water to produce a quarter-pounder, according to [@livablefuture](#) now.howstuffworks.com/2017/03/07/meal...

84

Hopkins Med News @HopkinsMedNews 2h

Health experts find strong med & regulatory evidence for switching the pill to OTC bit.ly/2mnkTG5

57

Johns Hopkins U. @JohnsHopkins 2h

John Hessler @topologylab

Register for my [@JohnsHopkins](#) Seminar, Mapping the Human Brain: the hard

Alan Regenber @aregenberg 3h

If Sean Spicer talked to someone on Medicaid, he'd probably find out they love it vox.com/policy-and-pol... via [@voxdotcom](#)

57

Alan Regenber @aregenberg 3h

The Lessons of Obamacare vox.com/policy-and-pol... via [@voxdotcom](#) [#Bioethics](#)


Rab Razzak @rabrazzak 3h

Raj Panjabi @rajpanjabi

"There is so much to our country than what you read in the headlines." @Surgeon_General pic.twitter.com/YMY7ALsgv

JHM Sharing JHM Facebo... JHM Twitter JHM LinkedIn JHM Instagra... WatchD...


Service Recovery and Customer Service


 **Yolanda Moody** ▸ **Johns Hopkins Medicine**
April 30 at 4:37pm · 🌐


After being a patient at JHH medical systems for my entire life today I had the 2nd worst nightmare of my life dealing with them. Even after being violated by their physician I tried to remain loyal to the system; but today I received the worst customer experience ever at it's Bayview Campus. I was on that campus for over an hour trying to find a physician and a building no one could help me with the exception of two shelter drivers and parking lot attendant and also two cl... [See More](#)


Like · Comment · Share · 🗨️ 2


Most Relevant ▾


 Write a comment...


 **Johns Hopkins Medicine** ✓ You may also email us at PatientExperienceBayview@jhmi.edu
Like · Reply · Commented on by Johns Hopkins Medicine (?) · April 30 at 5:18pm


 **Johns Hopkins Medicine** ✓ Hello Yolanda, thank you for the message. We pride ourselves on great employees and are sorry to hear about your treatment. If you would like to speak further about the issue, please contact our Patient Relations Office at 410-550-0100
Like · Reply · Commented on by Johns Hopkins Medicine (?) · April 30 at 5:06pm


 **bundytr5** Any info you can share regarding [#gastroparesis](#), other GI motility issues & feeding tubes @[HarvardHealth](#) @[wakehealth](#) @[HopkinsMedicine](#)
2:13pm, May 27 from Twitter for iPhone

 **HopkinsMedicine** @[bundytr5](#) Here is an overview of [#gastroparesis](#), including causes, diagnosis and treatments:
<http://t.co/oIRDLcYe0>
4:25pm, May 27 from Hootsuite

 **bundytr5** @[HopkinsMedicine](#) Thank you for the informative link. I have shared it on the [Gastroparesis Scoop](#)
<http://t.co/cxtFv7xNSj>
6:24pm, May 27 from Twitter Web Client

 **Susan Murry** I am not sure I agree with his reasons for studying Downs. Is it to help them or using them to help others without the challenges? My son has an outstanding memory and good intelligence. I would hate him to be used as a human "lab rat".
Like · Reply · 👍 3 · November 9 at 8:27pm

 **Johns Hopkins Medicine** ✓ Hi Susan, thank you for your question. Dr. Reeves has dedicated his career to studying Down syndrome, in an effort to develop treatments for its many health effects and improve the lives of persons with the condition. Through his team's research, additional findings were discovered that may help others as well, which is very exciting!
Like · Reply · 👍 3 · Commented on by Johns Hopkins Medicine (?) · November 10 at 11:37am

 **Susan Murry** Thank you for responding. As a Mom I needed to ask the question. Being an outstanding research facility besides a hospital my brain told me the answer, but my heart needed to read it. Thank you again for your quick and reassuring response.
Like · Reply · 👍 3 · November 10 at 12:39pm

What's next?



An Hour with Marketing and Communications

Date	Location	Time
January 10, 2018	Balducci's in Zayed	11 a.m.
February 20, 2018	Daily Grind in MRB	2 p.m.
March 12, 2018	Grille 601 in JHOC	11 a.m.
April 11, 2018	Bayview TBD	TBD
May 14, 2018	Greenhouse Café in PCTB	2 p.m.
June 21, 2018	Balducci's in Zayed	11 a.m.

