

The Role of Social Network in Plastic Surgery Training: Modernizing our Weekly Grand Rounds

Alexandra Condé-Green, MD; Luther H. Holton IIIrd, MD; Devinder P. Singh, MD; Nelson H. Goldberg, MD; Sheri Slezak, MD.

Abstract

Introduction: Professors and trainees at most institutions, gather weekly to present general topics, review the department's Morbidity and Mortality. During these sessions, we rarely discuss daily events that are happening in our field, new discoveries, meetings we've attended. As we are living in an era of social technologies that empower users to generate content and share information in real time¹, we felt it was imperative we be informed and able to address our patients and the public's questions, about issues that may evolve in the online world. As most of us incorporate social media to communicate with friends, we've noticed recently that numerous Plastic Surgeons, Universities, Hospitals, Organizations, Journals have incorporated the social network² to benefit themselves and communities they serve.

Methods: As there is no dedicated time or place to discuss these issues with our peers, with many academic plastic surgeons not having the time or interest to consult social media, like those in private practice who do mainly to recruit patients³, we created "Plastic Surgery Newsweek in 5 minutes"⁴. After grand rounds, the first author takes 5 minutes to go over the headlines in our field. By having an account with several social websites, by "Tweeting", "Friending" or "Liking" societies (ASPS, ASAPS), journals (PRS, ASJ), we receive daily updates, that we can streamline and share with our peers.

Results: Since we started in July 2011, we discussed relevant issues such as the ALCL breast implant scandal, stem cells' controversies, highlights of meetings, most e-viewed articles⁵, to name a few. This initiative has been successful and received positive evaluations of all that attended throughout the weeks.

Conclusion: This represents one of many opportunities through which social network keeps us apprised of the latest trends in our field and can serve as a complement for ongoing learning at other institutions.

References:

1. George DR. "Friending Facebook?" A minicourse on the use of social media by health professionals. J Contin Educ Health Prof 31(3):215-9, 2011.
2. Saedi F, Nassab RS, Shaaban H. Twitter for plastic surgeons. Plast Reconstr Surg 129(5):893e-894e, 2012.
3. Patel A, Broer N, Patel S, et al. "Friending" Facebook? Plast Reconstr Surg. 2011;128(1):45e-6e.
4. Condé-Green A, Holton L IIIrd, Singh DP et al. Weekly Plastic Surgery Grand Rounds: Keeping up through social network. Plast Reconstr Surg, 2012 in press.
5. Rohrich RJ, Sullivan D, et al. Introducing the new PRS iPad app: the new world of plastic surgery education. Plast Reconstr Surg 128(3):799-802, 2011.

The authors have no financial interest and no disclosure regarding the content of this manuscript.