Participating in the Webinar

All attendees will be muted and will remain in Listen Only Mode.

Type your questions here so that the moderator can see them. Not all questions will be answered but we will get to as many as possible.
How to Receive CME and MOC Points

LIVE VIRTUAL GRAND ROUNDS WEBINAR
ACG will send a link to a CME & MOC evaluation to all attendees on the live webinar.

ABIM Board Certified physicians need to complete their MOC activities by December 31, 2021 in order for the MOC points to count toward any MOC requirements that are due by the end of the year. No MOC credit may be awarded after March 1, 2022 for this activity.

MOC QUESTION
If you plan to claim MOC Points for this activity, you will be asked to: Please list specific changes you will make in your practice as a result of the information you received from this activity.

Include specific strategies or changes that you plan to implement. THESE ANSWERS WILL BE REVIEWED.
ACG Virtual Grand Rounds
Join us for upcoming Virtual Grand Rounds!

Week 12, 2021
Colorectal Cancer Screening and Prevention in the US and Worldwide: Lessons from the COVID-19 Pandemic
David A. Greenwald, MD, FACG
March 25, 2021 at Noon Eastern

Week 13, 2021
Healthcare Carbon Footprint: “Scope” of the Problem
Swapna Gayam, MD
April 1, 2021 at Noon Eastern

Visit gi.org/ACGVGR to Register

SPECIAL EDITION – COVID-19 Vaccine Update
Speakers will explain the data behind the various vaccines, clinical recommendations, allergy and safety recommendations, and describe COVID-19 vaccine special issues in underrepresented minorities.

TUESDAY, MARCH 30th, 8-9:30 PM EDT

Faculty
- Freddy Caldera, DO, MS
- Francis A. Farraye, MD, MSc, MACG
- David T. Rubin, MD, FACG
- Pascale M. White, MD

Moderator
- ACG President David A. Greenwald, MD, FACG

Register & Learn More gi.org/ACGVGR
Disclosures

Speaker:
Aline Charabaty, MD
Educational grants for @MondayNightIBD
from Abbvie, Pfizer, Takeda, Janssen

Panelist:
Prashant S. Kedia, MD, FACG
Dr. Kedia, faculty for this educational event,
has no relevant financial relationship(s) with
ineligible companies to disclose.

Panelist:
Mohammad Bilal, MD
Dr. Bilal, faculty for this educational event,
has no relevant financial relationship(s) with
ineligible companies to disclose.

Panelist:
Hala Fatima, MD
Dr. Fatima, faculty for this educational event,
has no relevant financial relationship(s) with
ineligible companies to disclose.

Harnessing the Power of Social Media: Medical Education, Networking and Career Advancement

Aline Charabaty, MD, AGAF, FACG
Assistant Clinical Director of the GI Division
Johns Hopkins School of Medicine
Director of the IBD Center
Johns Hopkins-Sibley Memorial Hospital
Washington DC

@DCharabaty
@MondayNightIBD
Social Media: Monthly users in US

US platforms (monthly use)
73% use YouTube
69% Facebook
37% Instagram
28% Pinterest
27% LinkedIn
22% Twitter
24% Snapchat

85% IBD pts would like some interaction with HCProfessionals on SoMe

Why are you not on Social Media (SoMe)?

• Don’t see the point/ utility
• Not sure how to proceed / which platform/ how to optimize my presence
• Not sure what to talk about
• Concerned about time commitment / privacy
• Concerned about negative feedback

So Many #SoMe So Little Time !

• LinkedIn
• Facebook, Closed safe space groups
• Instagram
• YouTube
• Twitter
• TikTok
• Snapchat

Find the right SoMe for YOU
Your goals
Your personality
Your interests
Your audience
Open vs closed space

• Goals: SoMe consumer or Content producer
• Material: text, images, videos, topics
• Audience
• Time dedicated to SoMe : Posts, interactions
Social Media for MDs: What’s in a Tweet?

Because fewer patients are being seen and reduced numbers of procedures are being performed as a result of the pandemic, our industry partners in gastroenterology may see reductions in revenue. Some companies have noted plans for significant reductions in educational funding for 2020. This funding reduction will likely impact the development of locoregional courses and other educational events. Since these courses often provide trainees with greater insight into a breadth of endoscopic procedures, it is hoped that industry may participate in the process of organizing novel educational resources such as video demonstrations that could be used in lieu of in-person training courses. Industry could potentially collaborate with societies in efforts like the newly announced ASGE Global Medical Education Network (GME Network) that will launch practice discussions and case reports, where fellows can engage with experts in endoscopy management. Likewise, trainees are encouraged to supplement their education by using social media platforms like Twitter.

#SoMe Tips-Twips- and Etiquette (how to get started and use #)

Tips
- Choose your handle wisely
- Bio: Who you are, Your interests
- Focus on few #Topics
- Diversify your twitter circle

Etiquette
- Be kind, generous, respectful & honest
- Learn from others & share your wisdom
- Amplify & empower the voice of others
  - Share, RT colleagues, societies events
  - @Tag = give credit to other’s work
- Engage with people
  - Participate in conversation
  - Promote your followers
- Keep it professional
  - But have a little bit of fun

The Impact of Twitter: Why Should You Get Involved, and Tips and Tricks to Get Started

News Feature | Publish
How Twitter is changing medical research
Nicole Wetsman
*Nature Medicine* 26, 11–13(2020) | Cite this
How to #StrikeAPost: Post with Intention

What are your goals?

- **Educate**
  - Professionals
  - Patients – Fight misinformation
  - Potential to access national and global expertise

- **Advocate**
  - Profession
  - Women in medicine, Diversity in GI
  - Patient

- **Networking and Professional / Personal development**
  - Empower, Amplify and Engage: Your and other’s work / posts
  - Build a diverse portfolio of clinicians, advocates, GI societies, experts, people you are interested in listening to
  - Find your tribe
  - Create opportunities: Career opportunities, Research collaboration but also opportunity to mentor and sponsor

- **Create your Brand**

Why is Personal Branding so Important

- **Your GI niche**

- **You are not (only) your institution/organization**
  - People want to know who you are, your values

- **There is more to you than your MD degree**
  - There is more impact you want / can make outside the office and endo suite
  - Your voice helps others find their voice – Empower Women in GI - Representation matters

- **Your brand goes with you with career change**
  - It’s the new CV, accessible and visible to all
Educate #MedEd

- Share quality content
  - Journal articles
  - Highlights from conference
- Promote your work /colleagues' work
  - Publications
  - Talks
  - Awards
- Make your tweet easy to read
  - Link to articles, infographic
  - Language: clinicians and patients
  - Judicious use of # & emoji

Positive Message
- Close the knowledge gap

- What is the value for the reader
- Add you perspective

- Engage with others
  - Comment, raise questions, start a discussion, @ tag others

#MedEd: Educate, Learn, Amplify & Engage

Too sexy for your gallbladder?
- Gallbladder polyps
  - Cholecystectomy
  - > 1 cm (malignant potential)
  - > gallstones
- Watch w/ US q. 6 months
- no biliary sx
- < 1 cm & no stones

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- > 1 cm (malignant potential)
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American College of Gastroenterology
**What Is @MondayNightIBD?**

**Inclusive #IBDEd Platform**

- “Real life” Clinical vignette, Poll & discussion led by an IBD clinician
- MultiDisciplinary & global discussion
- CME credit 1 AMA
- #Back2Basics
- Live Twitter based webinars
- Best of IBD

- Insights into #PatientExperience

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**Virtual Grand Rounds**

**Structured #MedEd**

- "Real life" Clinical vignette, Poll & discussion led by an IBD clinician
- MultiDisciplinary & global discussion
- CME credit 1 AMA
- #Back2Basics
- Live Twitter based webinars
- Best of IBD

- Insights into #PatientExperience
Therapy in severe UC proctitis w no response to 2 IS
Tofa maintenance dosing
Risk of VTE
Contraceptive methods in IBD
Risk of lymphoma w IBD therapy
Role of surgery in refractory UC
Outside the box options?
25

American College of Gastroenterology
Global #MedEd

Peter Bossuyt @peter_bossuyt - Nov 25, 2020

I present our pragmatic trial on ultraprotective TDM in pts w/ IBD on MPX as part of the post @Amy_Leg @tour of @MondayNightIBD

- Ultraprotective TDM w POCT:
  - Simple
  - No TL measurements
  - High dose flexibility
  - Better outcomes @ 1y 😊

@bette_kline @AZIntLucasGent

Introduction

Background and objectives

- Higher IFX level associated with better outcomes in IBD. "Point of care testing (POCT) when
  necessary may allow a more personalized and less cumbersome treatment approach.

Objective: to compare ultraprotective vs standard TDM in IBD patients treated with IFX over 3 years

Methods

- Conducted at 2 large IBD centers:
  - A, a university hospital
  - B, a tertiary medical complex.
- Ultrasound of IFX, measured at times: 8:00 to 9:00 a.m. the day prior to IFX.
- Serum IFX was measured at baseline, 1 month, 3 months, and 12 months after start of treatment.
- The level of IFX was measured at baseline, 1 month, 3 months, and 12 months after start of treatment.
- Patients selected: IBD patients on IFX treatment, IBD patients on IFX treatment.
- Primary endpoint: IFX level of ultraprotective dosing in therapy, IBD patients, IBD.

Join us on @MondayNightIBD for a Livestream Case Discussion!

New & Emerging Therapies for the Treatment of UC

Earn up to 1.0 CME credit!

Ari J. Lederer, MD, MPH, Anne K. Ziebarth, MD, New York, NY, US
Sat, Nov 21, 2020 @ 9:30AM ET / 6:30AM PT

#MondayNightIBD #COVID19 Vaccine + IBD Q/A #MNIBDRoundtable (Q9-16) p2

Virtual Grand Rounds

#MedEd Beyond Medical Data

Mohammed Bild, MD @BildMohammedBD - Oct 13, 2020

I have thought a good abstract to manuscript convention rate was approx 60-70%

Need your help Twitter - will acknowledge your tips 😊

Wahab Preel, MD MHS @AnotherPathologistMD - Sep 12

Fantastic discussion by @AmyO'MearaMD, @DrDendy and @DrRichie & Kate Scanlon @GIgurus

Overcome obstacles to professional advancement:

1. Figure out what’s important to you.
2. Prepare & ask for things that are important to you.
3. Women can lift & promote each other.

Hala Fatima MD @HalaFatimaMD1 - Jun 24, 2019

NY Times | How to Be Mostly O.K. (and Occasionally Fantastic) at the Whole Working Mom Thing nyt.com/guides/working...
Self-Promotion ? YES !!

Aline Charabaty, M.D. @Charabaty - Nov 14, 2020
@CrohnsColitisDcVA #GastroSunday Gala was

The dress was Glam
The feet were bare
The pearls were fake
What is Real
My emotions for being honored in the Excellence in Medicine Award
Donors’ generosity
My patient’s messages
Impact on IBD research & care

#Advocacy #SheforShe

AGG @AgGastro - Feb 24
Whether you chose to see it or not women are constantly pushed to the shadows in boardrooms, meetings, promotion & recognition. It is concerning that it happens on SoMe too. I am incredibly honored to write this w/@SophiaBalzartMD @AG_Afiniti @Charabaty

SoMe – The Next Glass Ceiling?
@gastrojournaling

AGG @AgGastro – Feb 1
For Natl Women Physicians Day (Feb 3), we invite you to nominate your colleagues to celebrate their role in p.t. care & the advancement of women in medicine
Tag your nominee & share why they inspire you w/ the hashtags #NWPD & #AGwoman

American College of Gastroenterology
#Advocacy

Stay in our Lane? Make it our Lane?

• Social justice
• Health equity
• COVID19 & Vaccine mis-information
• Healthy eating
• Burn out /system failures

REMINDER: Take a 10 Minute Survey to Advance Our Understanding of GI Workforce Diversity
Life Beyond Medicine
Show who you are and have a little bit of fun


Network

Patients

Medical Information
Research Dissemination

Physicians

Patient Experience

Multilayered IBID info

Seeking Support

Professional Education

Giving Support

Professional Networking

Advocacy

Collaboration

PRIVACY

SoMe Collaborations and Research

Reversing the cycle

• All original articles published in GIE from 2000 to 2016 were reviewed.
• Multivariable linear regression to assess for independent predictors of higher citation rates over time.
• Largest independent predictor of article citation was whether an article was tweeted (odds ratio [OR], 14.2; 95% confidence interval [CI], 8.93-22.45).
Scholarship activities
• Papers
• Invited talks
• Editorial boards
• GI Societies Committees

And Beyond
• Opportunity to mentor and sponsor younger GI
• Engaged in activity of interest: Women in medicine, diversity and health equity, healthy living
• Coping with COVID
• Finding my tribe beyond the confines of my physical location

SoMe Democratizes the field and create equal opportunities
Thank you!

#MondayNightIBD Participants

Tell us where you are in your career

- IBD Specialist: 35.6%
- General GI: 24.4%
- GI Fellow/trainee/nurse: 29.3%
- Non-GI clinician: 10.7%

125 votes - Final results
2/ Beyond #MedBikini, there are so many issues that #WomenInMedicine need to come together:

- Equal pay
- Equal academic opps
- Equal negotiating power

- Eliminate women & minorities
- Stand up to & eliminate racism & misogyny

Questions?

American College of Gastroenterology
CONNECT AND COLLABORATE IN GI

ACG & CCF IBD Circle
ACG Hepatology Circle
ACG Functional GI Health and Nutrition Circle
ACG Women in GI Circle

ACG GI Circle
Connect and collaborate within GI

ACG’s Online Professional Networking Communities
LOGIN OR SIGN-UP NOW AT: acg-gi-circle.within3.com