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Descrizione fisica	1 online resource (ix, 155 pages) : illustrations (chiefly color)
Collana	Gale eBooks
Disciplina	610.285
Soggetti	Internet in medicine Social media in medicine
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Social media is transforming medicine and healthcare -- Using medical search engines with a special focus on Google -- Being up-to-date in medicine -- Community sites Facebook, Google+ and medical social networks -- The World of E-Patients -- Establishing a medical blog -- The role of Twitter and microblogging in medicine -- Collaboration online -- Wikipedia and Medical Wikis -- Organizing medical events in virtual environments -- Medical smartphone and tablet applications -- Use of social media by hospitals and medical practices -- Medical video and podcasting -- Creating presentations and slideshows -- E-mails and privacy concerns -- Social Bookmarking -- Conclusions.
Sommario/riassunto	Social media has been clearly changing the way medicine is practiced and healthcare is delivered. Medical professionals must be able to meet the special needs of technology-aware patients and use digital technologies in their work and communications properly. Each physician should find the tools that will assist them in their workflow, and patients need to be educated how to use the internet. It is the responsibility of medical professionals to contribute to this process. The constantly evolving digital world must be used in the practice of medicine to improve the care of patients. However, the only way to do so effectively is via evidence-based, meaningful and strategic use. Social Media in Clinical Practice provides practical guidance in this mission and is thus essential reading for all medical personal looking

into approaching this for the first time.
