

***SOCIAL  
MEDIA IN  
HEALTHCARE***

**HOW TO USE A  
WORKING TOOL**

Roma  
31 gennaio

Palazzo Santa Chiara  
piazza Santa Chiara 14

**2020**

**fastforward**



## WORKSHOP PROGRAM

10:00 – 13:00

Opening remarks

**Alberto E. Tozzi**

Ospedale pediatrico Bambino Gesù, Roma

**SOME and Critical evaluation of scientific literature**

**John Mandrola**

Louisville cardiology group, Baptist health Louisville

**SOME and Continuing professional education**

**Todd Ponsky**

Department of surgery, Cincinnati children's hospital

**SOME and Digital epidemiology**

**Caterina Rizzo**

Ospedale pediatrico Bambino Gesù, Roma

**SOME and Healthcare institutions**

**Eugenio Santoro**

Istituto di ricerche farmacologiche Mario Negri Irccs, Milano

**SOME and Italian doctors**

**Fabio Ambrosino**

Il Pensiero Scientifico Editore

Discussion – Audience

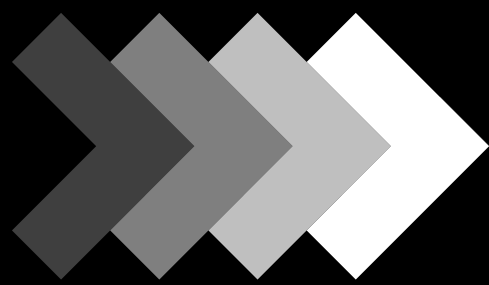
Conclusion remarks

**Antonio Addis**

Dipartimento di epidemiologia,  
Ssr del Lazio, Asl Roma 1

13:00 – 14:00

Networking Lunch



Social media allow healthcare professionals, institutions, organizations, industries, and patients to share stories, experiences, perspectives, engaging each other without hierarchy. Twitter, Facebook, LinkedIn, Instagram are powerful working tools, but communicating through social media poses fresh challenges: related to privacy, conflict of interests, responsibility, iniquities. Another issue is to consider which lines of social media are the best as a learning and sharing tool.

The first **Fast Forward** meeting wants to be an open space for fair and pragmatic discussion about these topics.