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## Social media in breast cancer care: Harnessing the power of social media for patients and healthcare providers

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Communication has been evolving since before the written word. We no longer write on parchment with a quill. Quite simply, social media is one of the main modalities of communication today. Whether it is via Facebook, Twitter, or LinkedIn, millions of ideas are communicated daily. For Twitter, for example, there are 500 million tweets per day. First impressions, of us, and of our healthcare institution, are now made online. According to a Pew report, over 40% of consumers choose a healthcare facility based on information found online. Like it or not, we all have a digital footprint. We can control that digital footprint and use it to influence and advocate on a global scale. One way to control our digital footprint is to have a greater presence on social media.

Jack Dorsey, a co-founder of Twitter, described a tweet as a short burst of inconsequential information. In the intervening years since 2006, Twitter has grown from “several strands of inconsequential drivel to an information powerhouse (Lloyd Price, Zesty),” particularly in the healthcare arena. Social media sites such as Twitter represent the largest source of healthcare discussion in the world.

Examples of influence via Twitter include:

- Live tweeting meetings to disseminate information, such as ASCO, and American Society of Breast Surgeons
- Spreading research findings via virtual abstracts
- Recruitment to clinical trials such as the Metastatic Breast Cancer Project

Examples of advocacy via Twitter include:

- Healthcare –related chats such as #bcm (breast cancer social media)
- Movements such as #ILookLikeASurgeon, #HeForShe


The talk will also include how to write a compelling twitter profile, what makes an effective tweet, how many hashtags are too many, and how to schedule tweets.

The audience will come away with a greater understanding of the power of social media and be inspired to be more engaged.

### Speaker Biography

Diane M Radford is a staff breast surgical oncologist with the Cleveland Clinic in Cleveland, Ohio, and Director of the Breast Program at Cleveland Clinic Hillcrest Hospital. Originally from Scotland, she trained on both sides of the Atlantic, including the Professorial Unit, Royal Infirmary of Edinburgh, the Western Infirmary, Glasgow and St. Louis University. She has completed fellowships in Surgical Oncology (Roswell Park Cancer Institute) and Integrative Medicine (University of Arizona). Her peers have recognized her as a Best Doctor every year since 1996 as well as a Top Doctor nationally. She has authored numerous peer-reviewed journal articles and textbook chapters. Active on social media since 2011, she has lectured nationally and internationally on social media for health care professionals including at the Harvard course “Achieving Healthcare Leadership and Outcomes Through Writing, Publishing, and Social Media” and at the American Society of Breast Surgeons annual meeting. She participates in the tweet chat #bcm (breast cancer social media) and has been featured as a guest expert. She serves on the Editorial Board of the Annals of Surgical Oncology, Multi-Media section and co-authored a guide for other members of the board on how to use Twitter. Her Twitter followers number over 15,000.

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