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Medicine : Medicine (general)

Meskó, Bertalan

Social Media in Clinical Practice

- Every relevant social media topic is reviewed in relation to the practice of medicine
- The format brings freshness and practical pieces of advice to the readers
- Uses real stories and examples to highlight key concepts in the use of social media

The number of patients using social media and the number of applications and solutions used by medical professionals online have been sky-rocketing in the past few years, therefore the rational behind creating a well-designed, clear and tight handbook of practical examples and case studies with simple pieces of suggestions about different social media platforms is evident. While the number of e-patients is rising, the number of web-savvy doctors who can meet the expectations of these new generations of patients is not, this huge gap can only be closed by providing medical professionals with easily implementable, useful and primarily practical pieces of advice and suggestions about how they should use these tools or at least what they should know about these, so then when an e-patient has an internet-related question, they will know how to respond properly. As all medical professionals regardless of their medical specialties will meet e-patients, this issue with growing importance will affect every medical professionals which means there is a huge need for such a easily understandable handbook.

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