



# Texas OPTI



June 2009

Volume 4 :: Number 11

## *Our Mission*

*Texas OPTI is an educational consortium committed to assuring the advancement of osteopathic postdoctoral training.*

*In fulfillment of that commitment we enhance osteopathic graduate medical education through quality program development and advocacy on behalf of our interns, residents, fellows and member institutions.*

3500 Camp Bowie Boulevard • EAD-426 • Fort Worth, Texas 76107

Phone: 817.735.2149 • Fax: 817.735.2330 • Online: <http://texasopti.hsc.unt.edu> • Editor: Eryn Loney, M.L.A.



## **This month...**

We focus on the new generation of online social networking. There are several web sites created specifically for physicians. I explored several of the most popular ones and discovered what they have to offer including current health issues, exchanging ideas, and professional collaboration.

## ***Online Networking for Physicians***

*Eryn Loney, M.L.A., Director of Program Development*

It seems that every time you log on to your computer, someone has created a new social networking site. The treasure trove of websites can prove exciting, confusing...and sometimes intimidating! Which ones should I join? What are the benefits? What are the differences? Is it really worth my time and effort?

Over the past 12 months, the number of online social networking communities for doctors has increased significantly. Proponents of these sites claim they allow physicians with limited time to communicate with others in their field to discuss a variety of issues. *Dr. Subrahmanyam Karuturi* describes a few in his blog: **'TheDoctorsChannel.com'** offers more than 600 videos that physicians can view and discuss. The site also offers news feeds on current health issues, as well as lifestyle advice. **'Sermo.com'** is a platform for users to collaborate on challenging cases, share clinical insights, and improve patient care in real-time. **'DoctorsHangout.com'** is an exclusive site for doctors and medical students. On this site, you can share photos, mp3s, videos, and engage in medical discussions. **'Healtheva.com'** was started to improve communication flow in the life sciences. Using Healtheva, members can find other doctors or researchers, keep track of colleagues they met at conferences, and collaborate on projects. In addition, members can upload documents, evaluate and discuss issues in the forums, or start a blog. **'DoctorNetworking.com'** is the premier professional networking site for physicians and other professionals in the health care field. You can grow your professional network, discuss medical topics, ask and answer medical questions, post and find medical jobs...and get to know new colleagues.

**Twitter.com** is becoming wildly popular...even in the operating room! That's right, the first OR 'tweets' occurred on January 21, 2009 at the Henry Ford Hospital in Detroit, Michigan. Twitter, a micro-blogging website, is also useful for sharing ideas, links and questions all in a brief list of messages (140 characters or less) that can be scanned quickly and easily for pertinent information.

Several osteopathic businesses and organizations now have pages on **facebook** including the American Osteopathic Association, the Association of American Medical Colleges, D.O. (Doctor of Osteopathy): The Other Licensed Physician, Osteopathic Medicine Connection (OMC), and the Association of Osteopathic Directors and Medical Educators...just to name a few!

According to Tazzu.com, there are a few essential online networking tips you should keep in mind:

- **Utilize your profile efficiently**—Have a proper avatar and list your preferred title.
- **First impressions do count**—Encourage new members and greet them warmly.
- **Ask and answer questions**—Don't be afraid to ask questions. Somebody out there probably has the answer. Also, answer questions in your area of expertise.
- **Share potential jobs, job openings, and events**—Pass on news about potential jobs, job openings, and events that may pertain to a certain member if you think they may be interested.
- **Participate creatively**—Answer questions, post points of interest, offer insight, etc. The more you share, the more exposure you will get...plus, your connections will get to know you on a somewhat personal level.
- **Maintain professionalism**—An online networking forum is very similar to a place of business. Your posts should reflect this context. People who are seen acting in a respectful and polished manner are usually held in higher regard by colleagues, fellow workers, and online community members.
- **Make your posts count**—Reply to posts with intelligent, helpful, concise and polite replies.

**\*Remember to be safe and contentious when online.** The caveat with these sites is to understand that when you post, it is *permanent*. Your posts are subject to the highest level of scrutiny. Be professional, cautious and intelligent when online. Online social networking can be beneficial when used wisely!

-eel

### *Save the Date!*

**TOMA/TxACOF Joint  
Annual Convention  
Arlington, Texas  
June 11th—14th**

**2nd Annual Texas OPTI  
Recruitment Event  
Fort Worth, Texas  
June 19th**

**AOA Board of Trustees  
and House of Delegates  
Chicago, Illinois  
July 14th—16th**



I discovered that several of our **Texas OPTI** sites have pages on facebook. Get connected with other residents at our affiliate institutions!

Driscoll Children's Hospital  
John Peter Smith Hospital  
San Jacinto Methodist Family Medicine Residency  
University of North Texas Health Science Center  
Texas Tech University Health Sciences Center  
UTMB Family Medicine Residency

***Congratulations* to Jennifer Arnouville, D.O.** at Methodist Charlton Medical Center in Dallas. She took and passed the ACOFP board exam in March '09!

### ***Texas OPTI Members***

Bay Area Medical Center \* Driscoll Children's Hospital \* JPS Health Network  
Methodist Charlton Medical Center \* Plaza Medical Center of Fort Worth  
San Jacinto Methodist Hospital \* Texas A&M HSC College of Medicine  
Texas Osteopathic Medical Association \* Texas Tech University Health Sciences Center  
University of North Texas Health Science Center \* University of Texas Medical Branch-Galveston