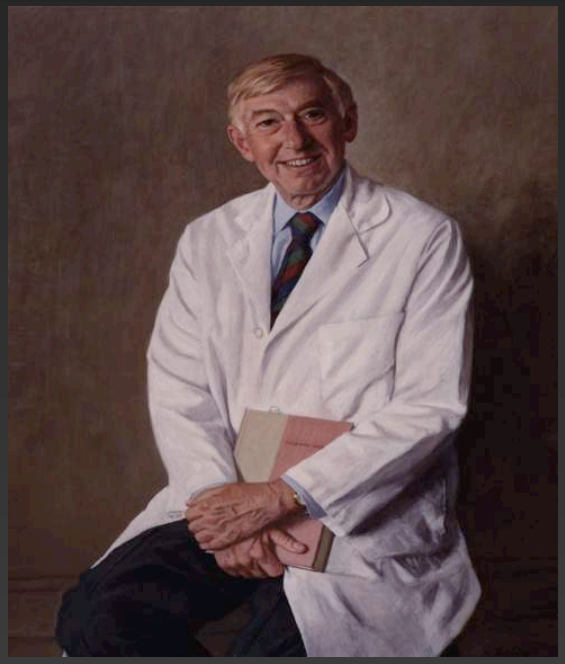
Radiology Education: Past, Present & Future

1950's-1960's

EBD Neuhauser

1 talk/1 audience/5 lbs

1970's-1990's



JA Kirkpatrick

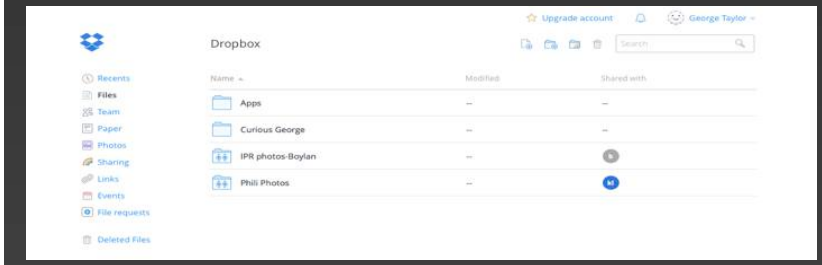
2-5 talks/1 audience/2 lbs.

1990's-2000's

GA Taylor

20 talks/ 1 audience/ 20 gms + 2.4 lbs (MAC)

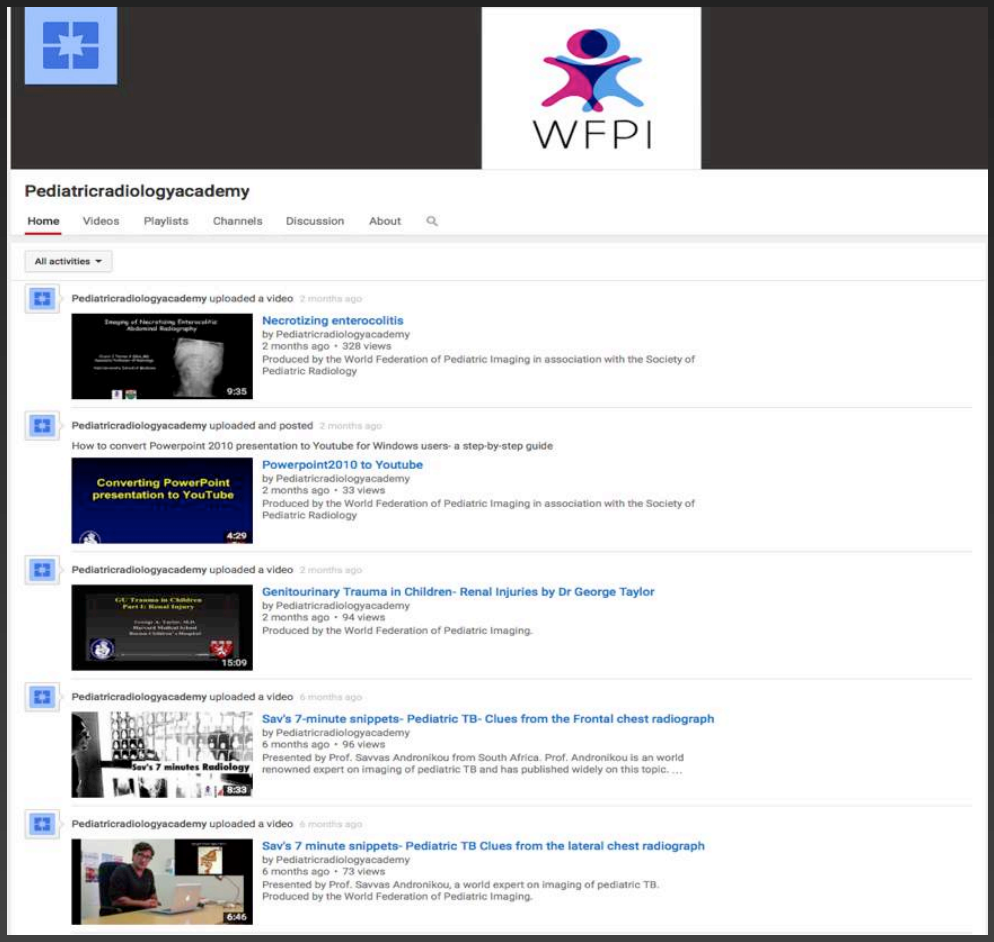
2 TB flash drive



2016+
Live streaming

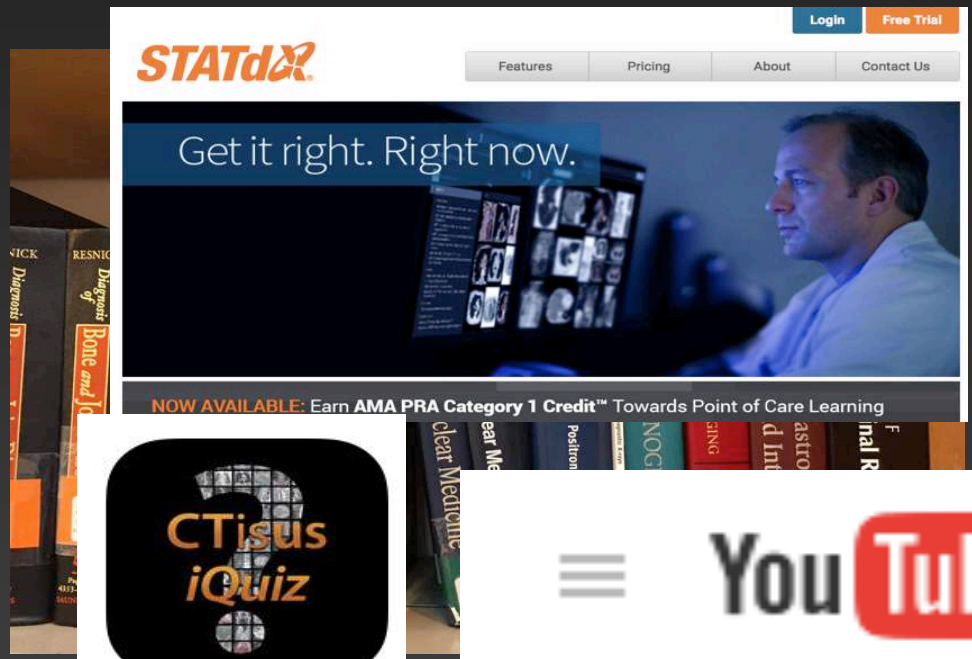
- ADOBE CONNECT

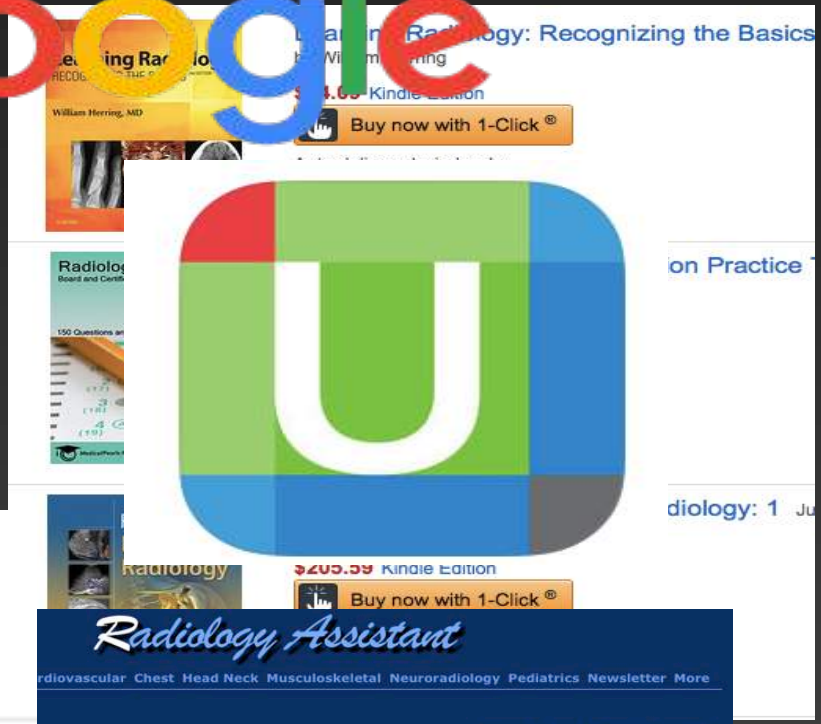
WFPI

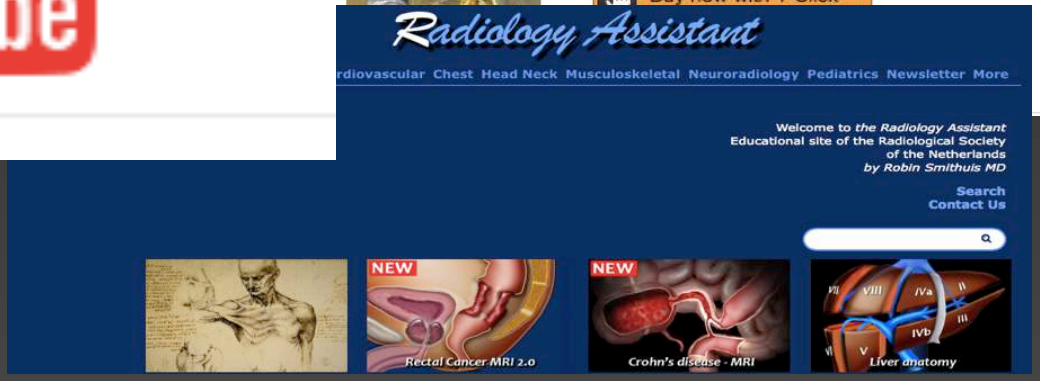


12 months: 13 talks: 13,658 visits (since 4/15)

1950's-2000's







Caffey 6 lbs (Amazon)

$315

Trends

- Local Audience→Widespread, Distant Audience
- One-time → Enduring
- Hard-copy → Electronic
- One-size fits all → Customizable
- Long-interval updates → Short interval (continuous) updates

2016+: Where Should we go??

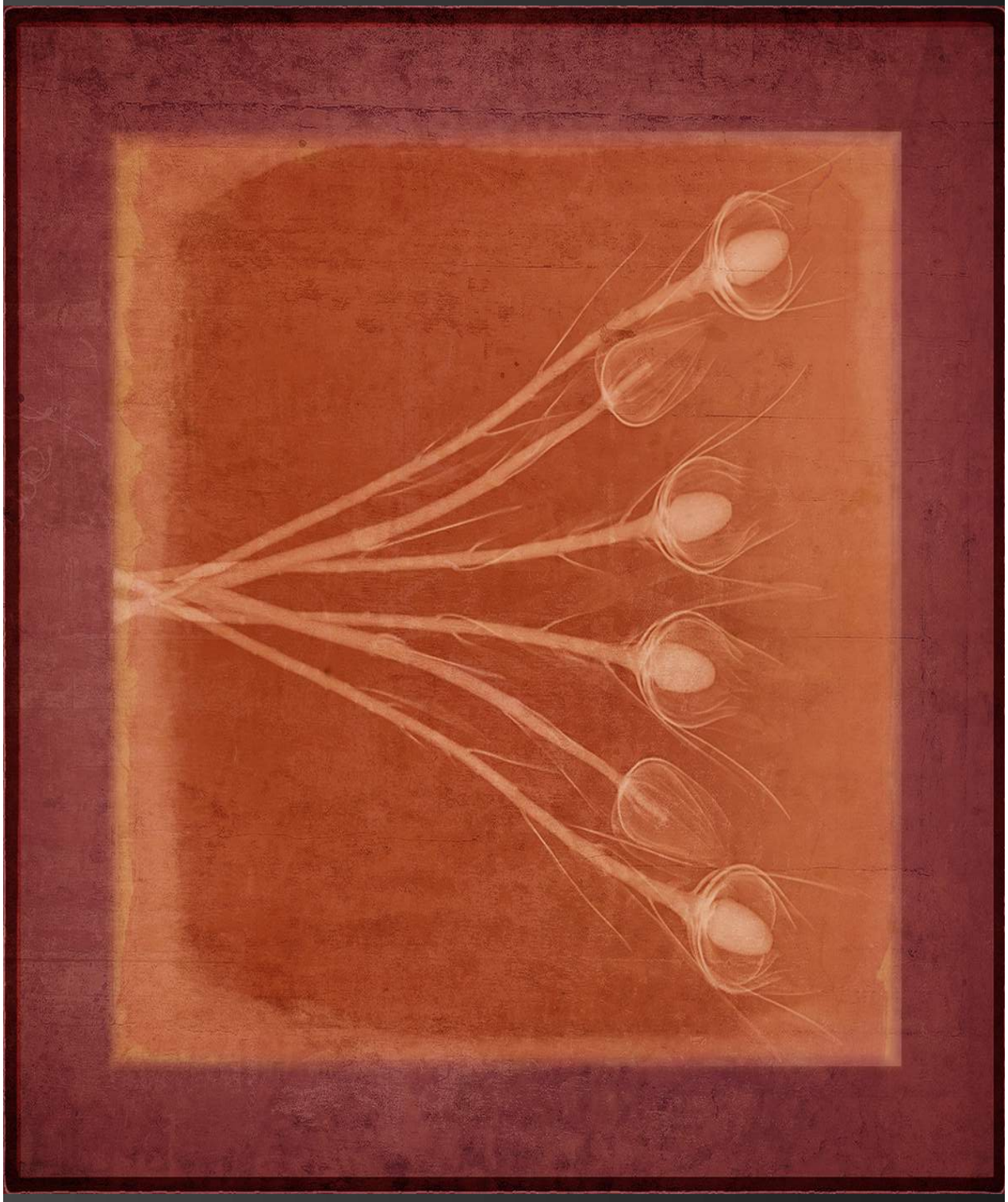
- Shorter, focused content
- Based on adult learning
- Relevant to broad range of environments
- Curated
- Current
- Several languages
- Easily accessible (web-based)

Initial Strategy/
What are we looking for?

1. **Develop high-quality, relevant and accessible content**
2. **All areas of Pediatric Radiology/Imaging**
3. Keynote / Powerpoint presentations, 10 to 15 minutes in duration
4. **Basic to Advanced**
5. **Resource rich and poor environments**
6. **English y Español (inicialmente, otros a seguir)**

2016+: How do we get there??

- Consider full engagement and support for web-based educational content
  - WFPI
  - E-book self-publication
  - Sanjay



Digital education and WFPI – opportunity knocks

Sanjay Prabhu, MBBS
Webmaster, WFPI
Co-Director, SIMPeds3D Print
Staff Pediatric Neuroradiologist,
Boston Children's Hospital
Assistant Professor of Radiology
Harvard Medical School, Boston, MA

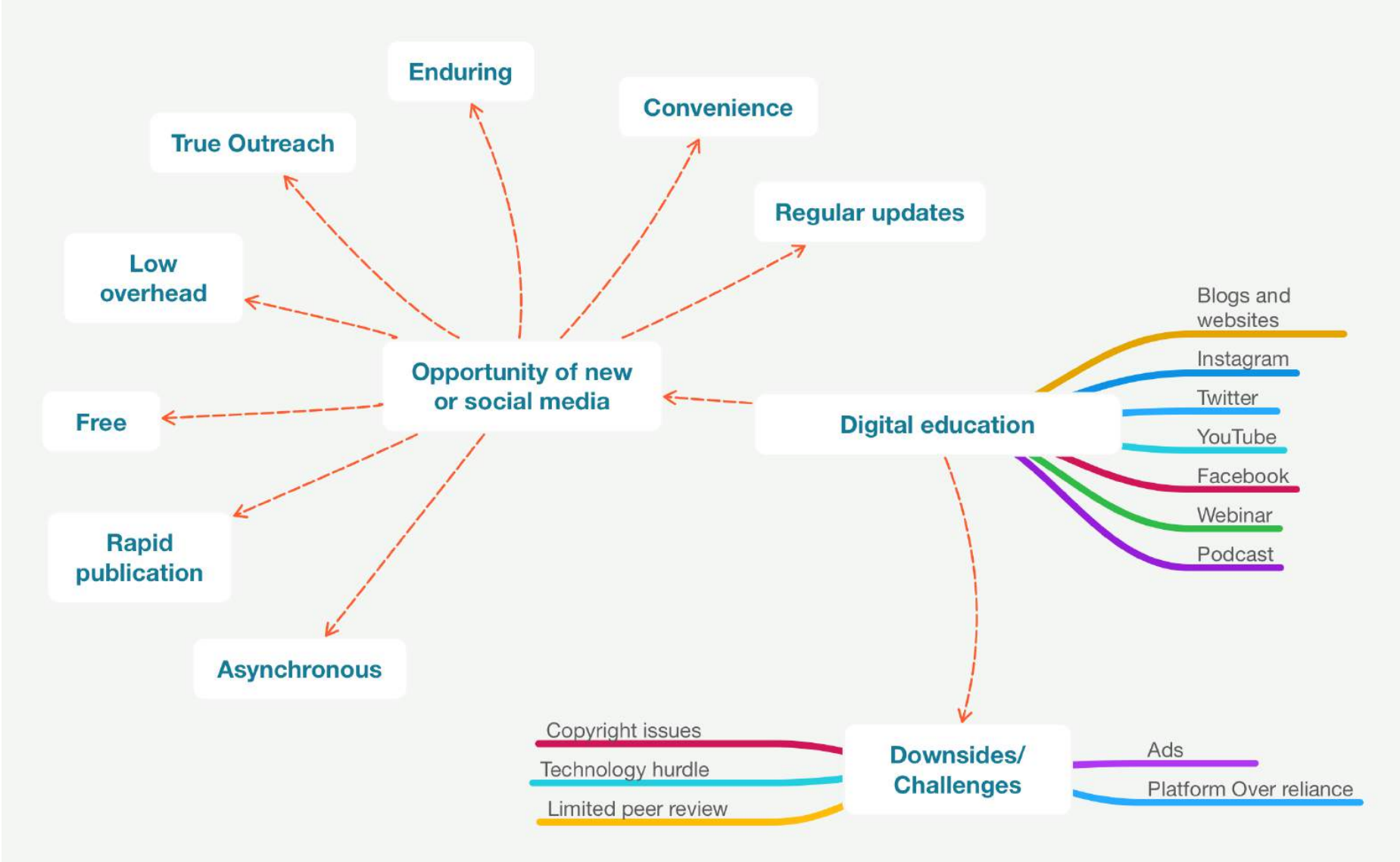
Disclosures

- No financial disclosures
- Self-confessed technology geek/nerd
- On various social media platforms for education
- WFPI webmaster

Outline

- What constitutes “Digital education”
- Why now?
- Why WFPI?
- Challenges and…. Solutions
- How do we do this?
- What do we need to accomplish this?

Digital education in a nutshell…



Why now?

- Low cost web/app platforms for content creation and consumption
- Access to web universal (…almost)
- Feedback and metrics readily available
- Wide global reach without large overhead
- Low bar to entry
- Interactive
- Readily updatable
- Generation X and Y audience demands it!

Why WFPI?

- Global reach
- Ability to break barriers
- Social media following
- Potential to be non US-centric
- Bring up issues important to non-US audiences
- Willingness to innovate
- Altruism at the core of the WFPI

Challenges and solutions

- Creating content- who, how and why?
- Reliance on a platform e.g. Facebook
- Peer review
- Curation of comments
- Content management
- Broad target audience- positives and negatives

What kind of content are we looking for?

- Anything you teach residents and fellows
- Anything new you saw or learnt on a day or during the week (e.g. my “TIL” book)
- Anything you wish someone told you when you were young!
- Summary of literature

Social media and education- mixing in the education with the “entertainment”

Opportunity is knocking…so .....

LEAN IN

Creating a Community of Practice for the WFPI

Through

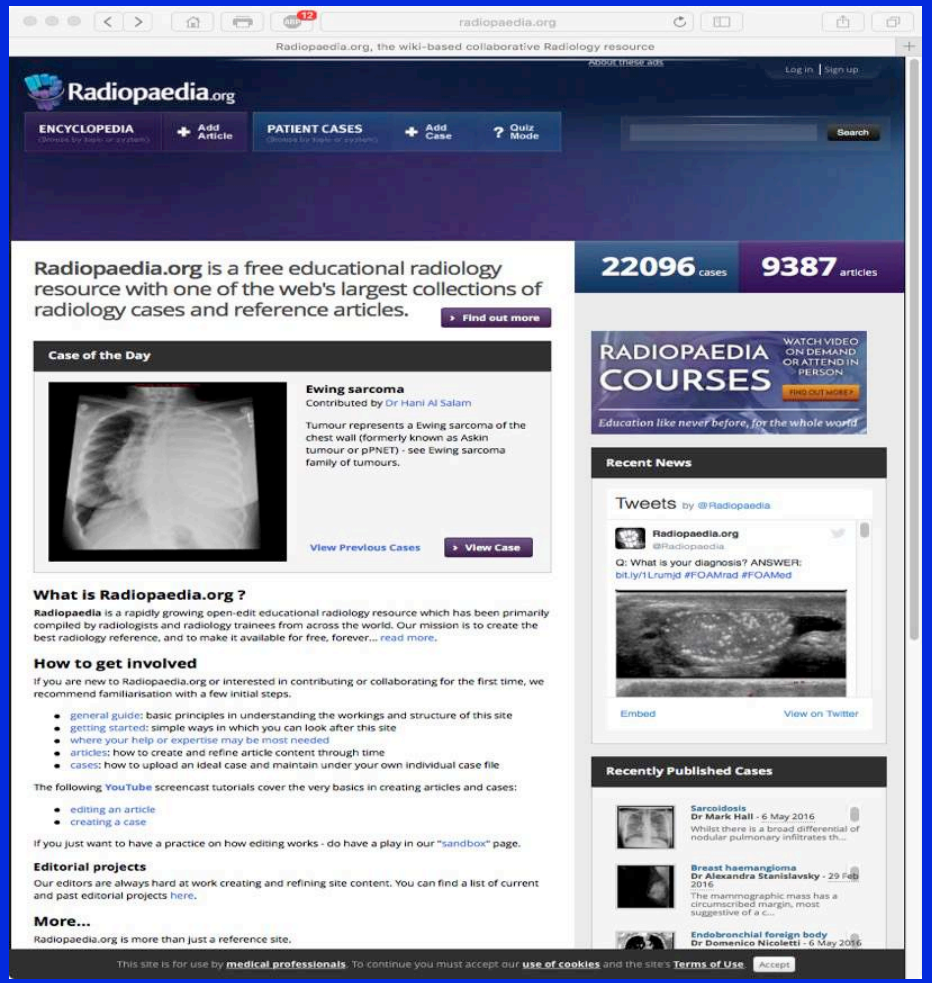
Leveraging + Preserving Our Present

Michael P. D'Alessandro, M.D.

University of Iowa College of Medicine / University of Iowa Children's Hospital

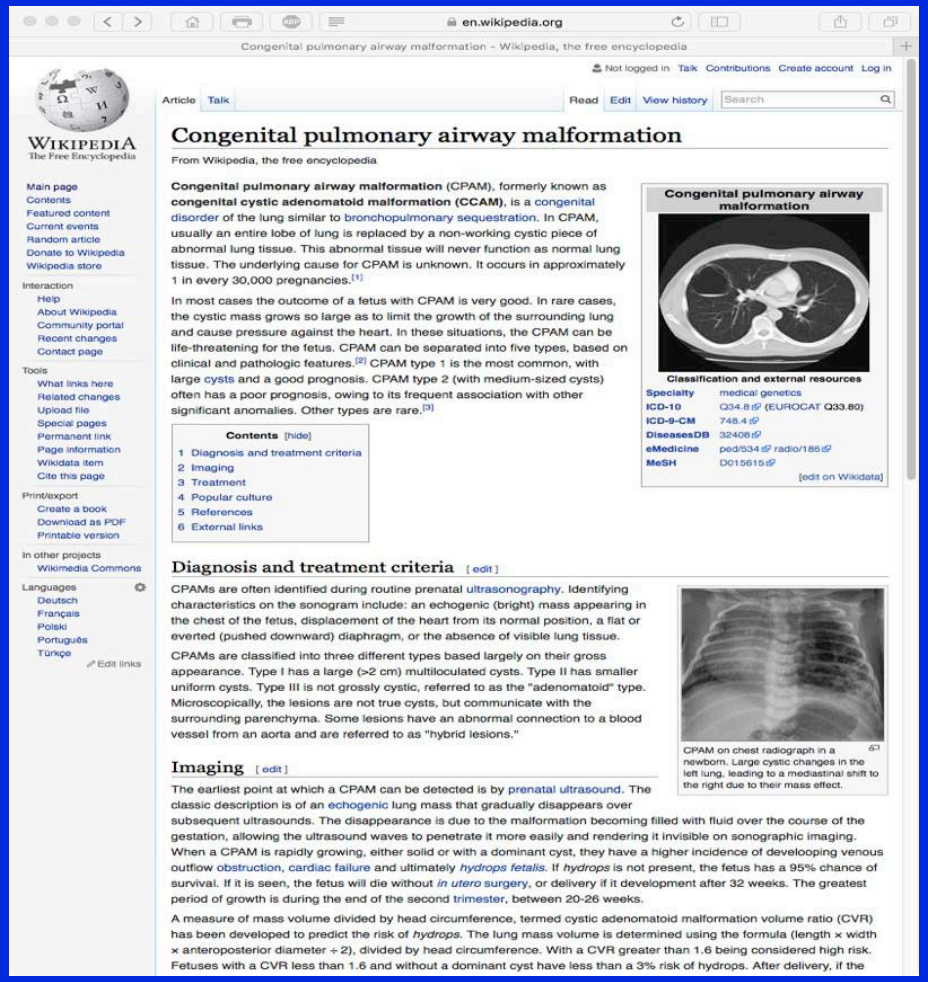
Radiopaedia

- Successful media strategy
  - Radiology textbook Web site is content hub
  - Social media used to promote cases / topics + drive users to Web site



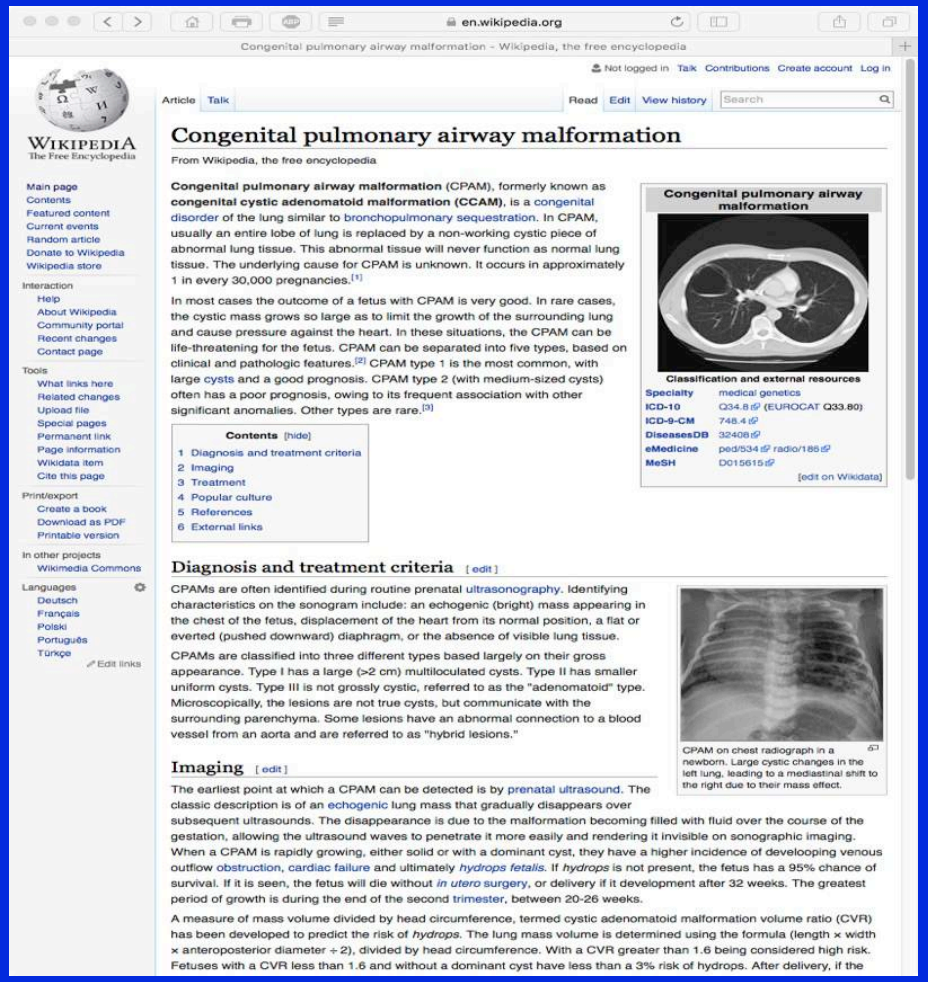
WFPI Textbook of Pediatric Imaging

- **Successful media strategy**
  - **Pediatric radiology textbook Web site is content hub**
  - **Social media used to promote cases / topics + drive users to Web site**



Where Do You Get the Content?

- Educational posters of meetings from 13 member societies
- Submitted in MediaWiki format (rather than PowerPoint)
- Peer reviewed by educational poster session reviewers
- Edited by authors
- Published online for meeting + then forever after
  - Readers send corrections + comments to authors
  - Editing restricted to authors + site editors
- Content serves as basis of next year's social media campaign



Advantages

- Authors get educational poster + textbook chapter in CV
  - Receive altmetrics yearly for chapter (pages read, users)
  - Receive impact of chapter in social media measured by ImpactStory
- Great project for
  - Senior radiologists to select poster / chapter topics + oversee
  - Junior radiologists to write chapters, do tech + social media
  - Users – free textbook of pediatric imaging
- Start small – partner at first with one member society
  - Could be multilingual as you partner with more societies
- Cost – almost nothing
- Takes advantage of pre-existing content workflow in form of educational posters + preserves it
- Result is tangible – permanent pediatric imaging reference
  - Build community of practice of members (authors/editors) around it