

Digital education and WFPI – opportunity knocks

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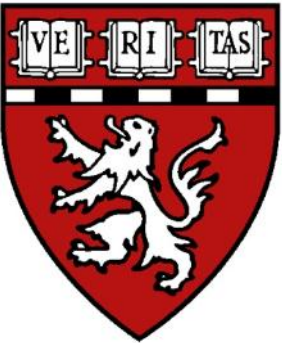
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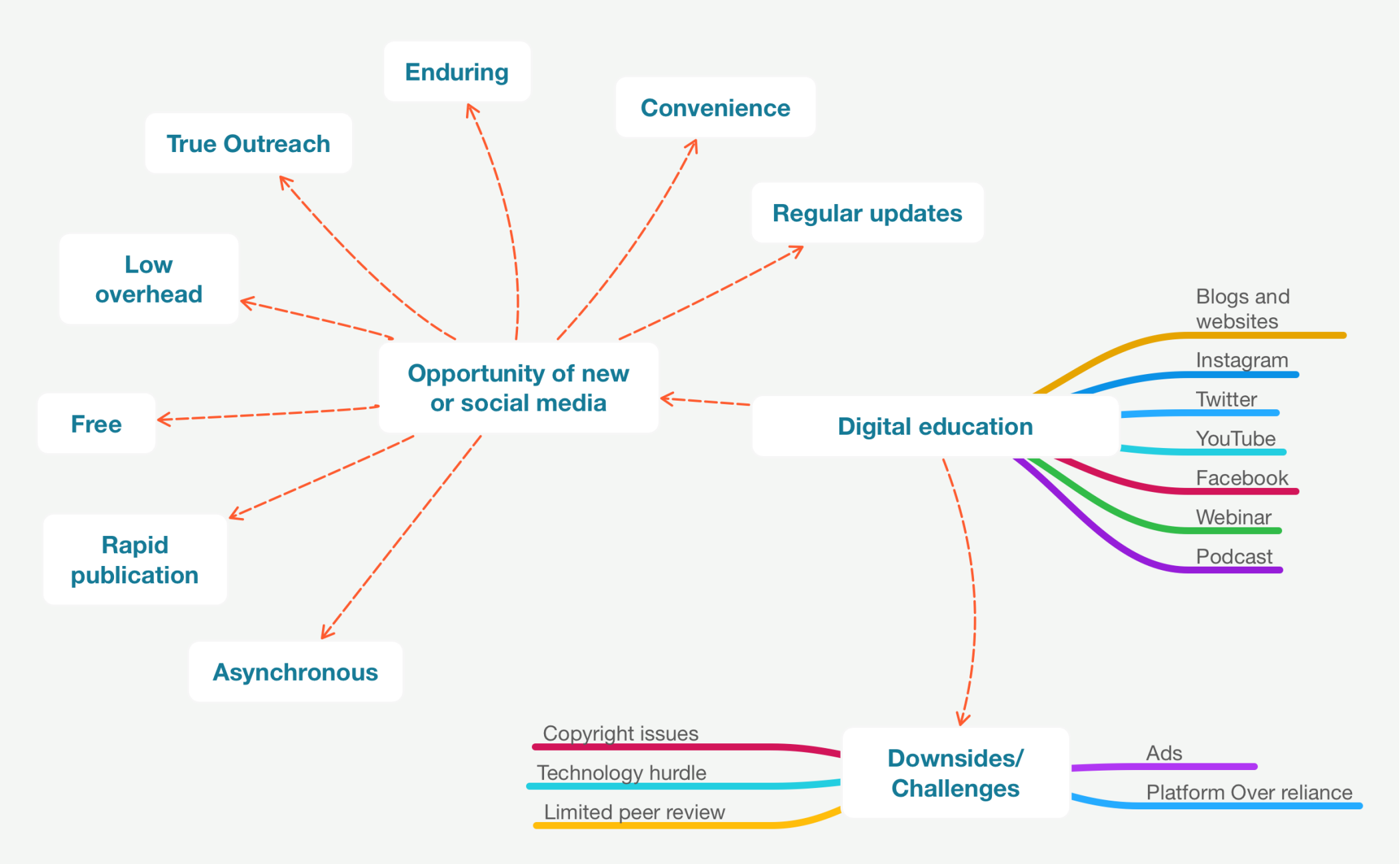
Disclosures

- 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...

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