Radiology Education: Past, Present & Future
1950's-1960's

EBD Neuhauser

1 talk/1 audience/5 lbs
1970's-1990's

2-5 talks/1 audience/2 lbs.

JA Kirkpatrick
Live streaming
2016+

• Adobe Connect

Google Hangouts
Messaging, voice, and video calls
12 months: 13 talks: 13,658 visits (since 4/15)
Caffey 6 lbs (Amazon)

$315

1950’s-2000’s

Google

1950’s-2000’s

YouTube

1950’s-2000’s

CTquiz

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Trends

- Long-interval updates ↔ Short-interval (continuous) updates
- One-size fits all ↔ Customizable
- Hard-copy ↔ Electronic
- One-time ↔ Enduring
- Local Audience ↔ Widespread, Distant Audience
2016+: Where Should We Go?

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

Initial Strategy:

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?

- Full engagement and support for web-based educational content
- E-book self-publication
- WFPI
Digital education and WFPI – opportunity knocks

Digital education and WFPI –
Disclosures

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

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

Why now?
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

- Challenges:
  - 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

- Solutions:
What kind of content are we looking for?

- Anything you teach residents and fellows
- Anything you wish someone told you when you were young!
- Anything new you saw or learnt on a day or during the week (e.g. my "TIL book")
- Summary of literature
Social media and education - mixing in the "entertainment" with the education.
Opportunity is knocking... so...
Creating a Community of Practice for the WFPI

Leveraging + Preserving Our Present

Through

Michael P. D'Alessandro, M.D.
Successful media strategy

Radiology textbook Web site is content hub

Social media used to promote cases / topics + drive users to Web site
Successful media strategy

Pediatric radiology textbook Web site is content hub

Social media used to promote cases/topics + drive users to Web site

WFPI Textbook of Pediatric Imaging
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
- 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
- Takes advantage of pre-existing content workflow in form of educational posters + preserves it
- Cost – almost nothing
- Could be multilingual as you partner with more societies
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- Build community of practice of members (authors/editors) around it
- Result is tangible – permanent pediatric imaging reference
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