Digital education and WFPI – opportunity knocks

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Disclosures

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

Opportunity of new or social media

- Enduring
- Convenience
- Regular updates
- True Outreach
- Low overhead
- Free
- Rapid publication
- Asynchronous

Downsides/Challenges

- Copyright issues
- Technology hurdle
- Limited peer review
- Ads
- Platform over-reliance
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 .....