

To Tweet or Not to Tweet?

Why you should join the healthcare e-conversation

 [@NinaVincoffMD](#)

Nina S. Vincoff, MD

Chief, Division of Breast Imaging

Chief, Ambulatory Strategy & Patient Experience

Northwell Health Imaging

Assistant Professor of Radiology

Zucker School of Medicine

 [@KapoorMedED](#)

Sandeep Kapoor, MD, MS-HPPL

Director, SBIRT

Northwell Health

Assistant Professor of Medicine

Assistant Professor of Emergency Medicine

Zucker School of Medicine

Workshop Outline

- Introductions + Workshop Overview
- Social Media in Healthcare
- Your brand and Your strategy
- Social Media for Women in Medicine
- How/Why I personally use Social Media
- Q&A – Open Discussion
- **Bonus: Professional Profile Pics!**

THINK • PAIR • SHARE

Question	What do <u>I</u> think about it?	What does my <u>partner</u> think about it?	What will <u>we</u> share?
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When you think of Social Media,
what **reasons** do you/others join and use?

4 minutes

Landscape of Social Media



Your **BRAND**



Your **STRATEGY**

THINK • PAIR • SHARE

Question	What do <u>I</u> think about it?	What does my <u>partner</u> think about it?	What will <u>we</u> share?
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What is your **BRAND**?

FOUR words that describe who you are
Professionally/Personally

4 minutes

My BRAND



**Sandeep Kapoor, MD,
MS-HPPL**

@KapoorMedEd

Screening, Brief Intervention, and Referral
to Treatment @NorthwellHealth -
Addressing Substance Use as Part of
Usual Care -comments are my own
[#NorthwellSBIRT](#)



My STRATEGY

Addressing Substance Use as Part of Usual Care



For more information:
sbirtinfo@northwell.edu



**Sandeep Kapoor, MD,
MS-HPPL**

@KapoorMedEd

Screening, Brief Intervention, and Referral to Treatment @NorthwellHealth - Addressing Substance Use as Part of Usual Care -comments are my own #NorthwellSBIRT

© Northwell Health -- New York

Tweets **587** Following **469** Followers **340** Likes **3,393** Lists **0** Moments **0**

Edit profile

Tweets Tweets & replies Media

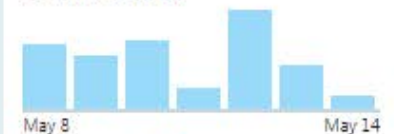
 Pinned Tweet
 **Sandeep Kapoor, MD, MS-HPPL** @KapoorMedEd · 14 May 2018
Freshly posted! "Empathy: Back to Basics to Address Today's Real World" -- TED Talk at #NatCon18 youtu.be/670bhG4Odpw A huge personal #milestone and absolute #honor.



Sandeep Kapoor TED Talk at NatCon18
[youtube.com](https://youtu.be/670bhG4Odpw)

Your Tweet activity

Your Tweets earned **11,440 impressions** over the last week



[View your top Tweets](#)

From



hatred



to

Strategic Utilization

S B I R T

Northwell Health

Division of General Internal Medicine

Department of Emergency Medicine

Department of Psychiatry & Behavioral Health

Department of Pediatrics

Department of Obstetrics and Gynecology

Opioid Management Steering Committee (OMSC)

Center for Addiction Services and Psychotherapy

Interventions Research (CASPIR)



Hofstra/Northwell

Donald and Barbara Zucker School of Medicine

Donald and Barbara Zucker School of Graduate Nursing



Center on Addiction



New York State Office of Alcoholism and Substance Abuse Services (OASAS)

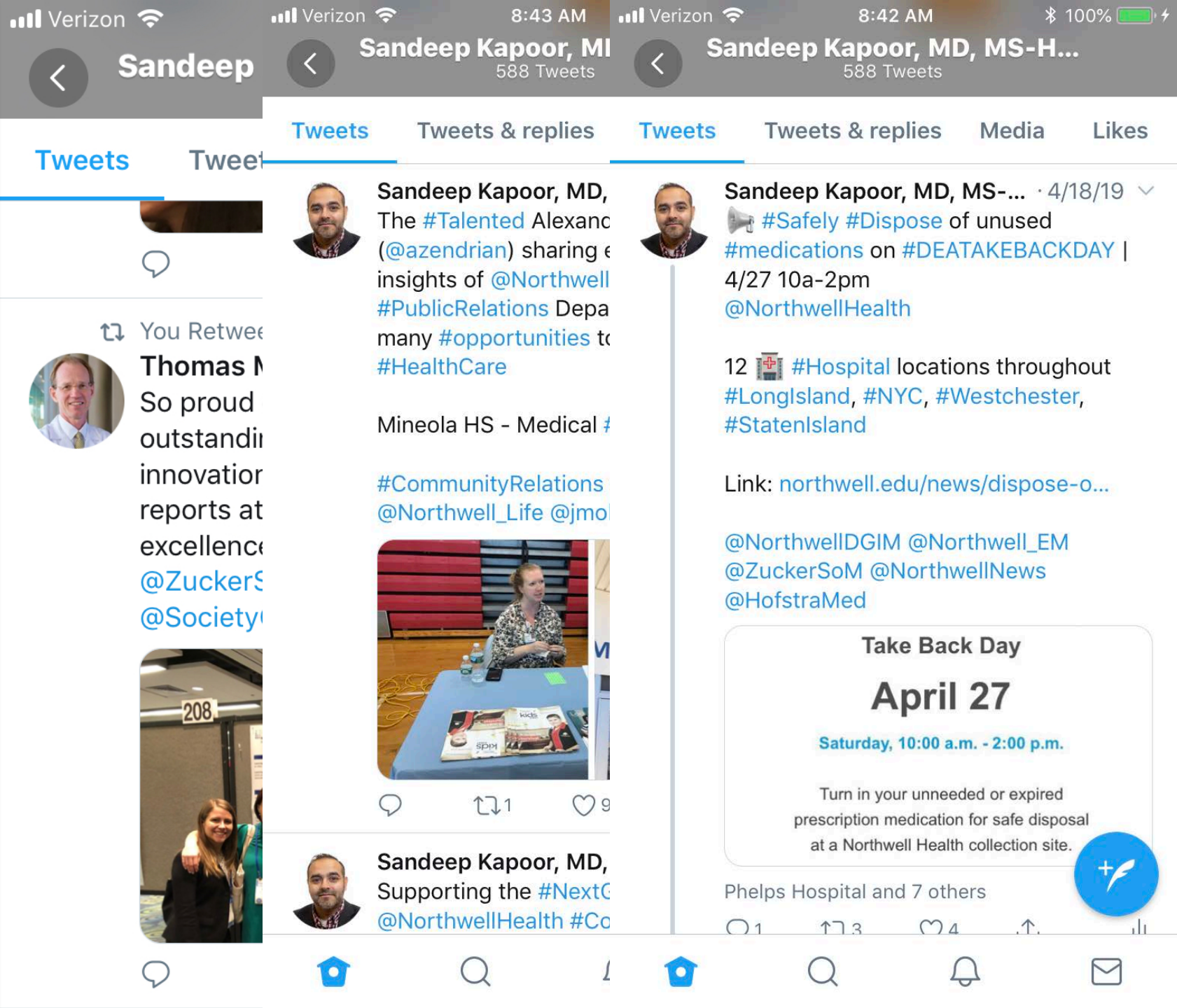


Substance Abuse and Mental Health Services Administration (SAMHSA)



@ Northwell
Health

Advocacy of Others



Verizon 8:43 AM

Sandeep Kapoor, MD, MS-H... 588 Tweets

Tweets

Tweets

You Retwee

Thomas M

So proud

outstandi

innovator

reports at

excellenc

@ZuckerS

@Society

208

Verizon 8:43 AM

Sandeep Kapoor, MD, MS-H... 588 Tweets

Tweets

Tweets & replies

Tweets

Tweets & replies

Media

Likes

Sandeep Kapoor, MD, MS-H... · 4/18/19

The #Talented Alexanc (@azendrian) sharing e insights of @Northwell #PublicRelations Depa many #opportunities to #HealthCare

Mineola HS - Medical #

#CommunityRelations @Northwell_Life @jmo

1

9

Sandeep Kapoor, MD, MS-H... · 4/18/19

Supporting the #NextC @NorthwellHealth #Co

Verizon 8:42 AM

Sandeep Kapoor, MD, MS-H... 588 Tweets

Tweets

Tweets & replies

Media

Likes

Sandeep Kapoor, MD, MS-H... · 4/18/19

#Safely #Dispose of unused #medications on #DEATAKEBACKDAY | 4/27 10a-2pm @NorthwellHealth

12 🏥 #Hospital locations throughout #LongIsland, #NYC, #Westchester, #StatenIsland

Link: northwell.edu/news/dispose-o...

@NorthwellIDGIM @Northwell_EM @ZuckerSoM @NorthwellNews @HofstraMed

Take Back Day

April 27

Saturday, 10:00 a.m. - 2:00 p.m.

Turn in your unneeded or expired prescription medication for safe disposal at a Northwell Health collection site.


Phelps Hospital and 7 others

Advocacy of Team

Verizon 8:41 AM Verizon 8:40 AM Verizon 8:42 AM 100%


Sandeep Kapoor 588 Twe Sandeep Kapoor, MD, MS-H... 588 Tweets

Tweets Tweets & repl Tweets Tweets & repli Tweets Tweets & replies Media Likes


Sandeep Kapoor,  #Team #journe

- ✓ #NATcon19 #N
- ✓ @NYSDOH_CEI
- ✓ #NEGEA19 @P
- ✓ @NYACEP Dire
- ✓ #NassauHeroin
- ✓ @BU_CME #Hil
- ✓ @SocietyGIM #
- ✓ @AAMCtoday #

🙏 ↻
@SAEMonline #Ve
@ZuckerSoM #SW
#Northwell #OBG



Northwell Health and


Sandeep Kapoor, I  Good Morning #La

Attending #SAEM1


📅 Wednesday, Ma

"Addressing the #C
#Naloxone Saturati
Superimposed on l
Framework"

Room: @TheMirag
#EmergencyMedic
@Northwell_EM




Northwell DGIM and S

Sandeep Kapoor, MD, MS-HPPL · 5d 

Explore #LessonsLearned in implementing our @ZuckerSoM "Addressing #SubstanceUse" #MEDeD #Curriculum


Drop by @SocietyGIM's #SGIM19 Thursday 5/9 1015am #Hilton DC - Columbia Ballroom

@NorthwellDGIM @Northwell_EM @NorthwellHealth #NorthwellsBIRT #OpioidCrisis @JoeCMD @TomMcGinn4



Poster
"Opioid Crisis: Diversifying Medical School Curricula in Response to the Cries of our Communities"
Sandeep Kapoor; Melissa Pawelczak; Bruce Goldman; Laura Harrison; Lauren Block; Joseph Conigliaro;

🗨️ 1 🔄 2 ❤️ 11 📤

Sandeep Kapoor, MD, MS-HPPL ·  #DoubleDuty! Visit #NorthwellsBIRT

🏠 🔍 🏠 🔍 🏠 🔍 🔔 ✉️

Sharing Gratitude

Tweets Tweets & replies Media Likes



Sandeep Kapoor, MD, MS-HPPL · 2d
Happy #NursesWeek 2019!!

To great #Friends, #Colleagues, and
#Advocates -- #ThankYou!

@NorthwellHealth @Northwell_EM
@NorthwellDGIM @ZuckerSoM
@HofNorthwellSGN @HofstraMed

#inthisogether
#normalize #empathize #humanize
#SubstanceUse
#SBIRT
#NorthwellSBIRT
#MEDeD



Reply Retweet 4 Like

Tweets Tweets & replies Media Likes



Sandeep Kapoor, MD, MS-... · 4/27/19
Thank you #NassauCounty #Heroin

#Prevention #TaskForce for the kind
invitation to present and moderate
yesterday. Packed room full of
#agentsofchange!

#inthisogether #Hope
@ZuckerHillside @ZuckerSoM
@NorthwellDGIM @Northwell_EM
@NorthwellHealth @MarySilberstein
@Rak61Kent



Reply Retweet 2 Like



Sandeep Kapoor, MD, MS-... · 4/27/19
Great forum by @NYACEP with NY
#EmergencyMedicine Directors exploring

Important Trends

Verizon 8:41 AM 100%

< Sandeep Kapoor, MD, MS-H...
588 Tweets

Tweets Tweets & replies Media Likes



Sandeep Kapoor, MD, MS-HPPL · 2d

#Bipartisan legislation introduced in the House to remove restrictions on prescribing #buprenorphine, effective med in treating #opioidusedisorder. Mainstreaming #Addiction Treatment Act (H.R.2482) would eliminate requirement to obtain a waiver from #DEA

thenationalcouncil.org/capitol-connec...

Legislation Eliminating Buprenorphine Waivers Introduced in House

May 9, 2019 | Addictions | Opioid and Heroin Epidemic | Comments



National Council and 9 others



I Don't "Touch"

Politics

Debates

Trolls

WHY SHOULD WOMEN BEGIN ANNUAL SCREENING MAMMOGRAPHY @40?



Breast cancer occurrences increase with age



40% of the years of life lost to breast cancer among

Tweets 1,067 Following 903 Followers 1,402 Likes 2,578 Lists 5 Moments 0

Nina Vincoff MD

@NinaVincoffMD

Chief of #BreastImaging & Chief of Ambulatory Strategy and #PatientExperience @NorthwellHealth. Haiku Poet. Tweets are my own. #PFCC

Manhasset, NY

Northwell.edu

Joined April 2017

Tweets Tweets & replies Media

Pinned Tweet
Nina Vincoff MD @NinaVincoffMD · 2 Jun 2018
My thoughts on the confusion about #mammography and #breastcancer #screening guidelines

#endtheconfusion

@BreastImaging @MammoSaves



Are Mammogram Guidelines Confusing You

When should you start getting mammograms? Our radiologist decodes the conflicting (and confusing) guidelines.

https://t.co/n9MAK9WnO9



Dr. Paula Gordon

@DrPaulaGordon Follows you

Breast radiologist. Patient advocate.
Clinical Professor at the University of
British Columbia.

Vancouver, British Columbia

orderofbc.gov.bc.ca/2013-recipient...

Joined February 2014

Tweet to

Message

Dr. Paula Gordon @DrPaulaGordon · Apr 15

Thanks to all who signed. If you haven't, please do, and share with friends and family. change.org/p/demand-that-...

densebreastscanada @densebreastscdn
50000 people have signed the petition so far. 130 breast cancer screening experts signed a letter. @CDNMinHealth you can save the lives of Cdn women: fix the poorly designed @cantaskforce guidelines or disband them....

6 8

[Show this thread](#)

Dr. Paula Gordon @DrPaulaGordon · Apr 3

This is an overdue change, and may not be easy for everyone. I've brought my concerns to the CAR and they recognize that the way this is operationalized must be done with respect for the community.

The Canadian Association of Radiologists @CARadiologists
The CAR MAP recently increased the minimum read number to 1,000 reads/year for radiologists. This new patient-centred standard is based on sound research and safeguards patients across Canada. Read our FAQ with the link below.

2 4 11

[Show this thread](#)

Twitter User Evolution



LURK



LIKE



RT



QUOTE W/
COMMENT



ORIGINAL
TWEET

@choo_ek Oregon Health & Science University

5 types of doctors you will meet on social media

DR. ERIC LEVI | SOCIAL MEDIA | JUNE 27, 2015



DR. ERIC LEVI / KevinMD.com | JUNE 27, 2015

1. The knowledge distributor. These are the ones who frequently tweet and retweet various information, news, latest studies, guidelines, and opinions. They often have tens of thousands of followers, and are good at disseminating information.

2. The court jester. The court jester is the one who entertains, enlightens and yet educates at the same time. They poke fun at important issues, sometimes even taboos, and they're often anonymous.

3. The social collaborator. There are lots of conversations about life. Lots of food photos and baby photos. Sometimes, the line between public and personal lives get crisscrossed. It can be painful to watch.

4. The relentless commentator. The devil's advocate. They seem to have an opinion on and a comment for anything and everything: some, very critical and negative. Their timeline reads like an angry verbal joust. There are always many sides to any story, and you get to learn from them. Remember the first rule of Twitter: Be respectful of others.

5. The thought leader. Here's the one everyone wants to be. The person who leads with contemporary ideas and tweets their sophisticated perspective to everyone. In some immeasurable ways, they are truly changing the world. The synthesis and harnessing of people and expertise.

Creating @NinaVincoffMD

Home Moments Notifications Messages Search Twitter Tweet

WHY SHOULD WOMEN BEGIN ANNUAL SCREENING MAMMOGRAPHY @40?

SOCIETY OF SBI

Breast cancer occurrences increase with age

40% of the years of life lost to breast cancer among...

Screening detects cancer while it is still curable

3 out of 4 women who died from breast cancer didn't have a regular screening mammogram

Th... of s... are comp...

Tweets 1,067 Following 99 Followers 1,402 Lists 5 Moments 0 Edit profile

Nina Vincoff MD
@NinaVincoffMD
Chief of #BreastImaging & Chief of Ambulatory Strategy and #PatientExperience @NorthwellHealth. Haiku Poet. Tweets are my own. #PFCC
Manhasset, NY
northwell.edu
Joined April 2017
Born May 9, 1967

Tweets & replies Media

Pinned Tweet
Nina Vincoff MD @NinaVincoffMD · 2 Jun 2018
My thoughts on the confusion about #mammography and #breastcancer #screening guidelines
#endtheconfusion
@BreastImaging @MammoSaves

Are Mammogram Guidelines Confusing You
When should you start getting mammograms? Our radiologist decodes the conflicting (and confusing) guidelines.

Who to follow · Refresh · View all

- Martha Ksepka, MD @ma... Follow
- Ujas Parikh, MD @UjasPar... Follow
- Joe England @Joe_R_Engl... Follow

Find people you know

https://t.co/p9M6KfWo09

Type here to search

9:19 AM 4/20/2019

My Profile



A social media profile card for Nina Vincoff MD. The card features a circular profile picture of a woman with dark hair. To the left of the profile picture is a blue arrow pointing right. Below the profile picture, the name "Nina Vincoff MD" is displayed in bold black text, with a blue arrow pointing to it from the left. Below the name is the handle "@NinaVincoffMD". The bio text reads: "Chief of #BreastImaging & Chief of Ambulatory Strategy and #PatientExperience @NorthwellHealth. Haiku Poet. Tweets are my own. #PFCC". The phrase "Haiku Poet. Tweets are my own." is circled in purple. To the left of the bio are two green arrows pointing right. To the right of the bio are two orange arrows pointing left. Below the bio is the location "Manhasset, NY" with a location pin icon. Below that is the website "northwell.edu" with a link icon and an orange arrow pointing left. At the bottom is the text "Joined April 2017" with a calendar icon. The background of the profile picture area has a pink polka-dot pattern and a speech bubble containing the text "Breast Imaging".

Nina Vincoff MD
@NinaVincoffMD


Chief of #BreastImaging & Chief of Ambulatory Strategy and #PatientExperience @NorthwellHealth. Haiku Poet. Tweets are my own. #PFCC

Manhasset, NY

northwell.edu

Joined April 2017

My Pinned Tweet

 Pinned Tweet



Nina Vincoff MD @NinaVincoffMD · 2 Jun 2018

My thoughts on the confusion about [#mammography](#) and [#breastcancer](#) [#screening](#) guidelines

[#endtheconfusion](#)

[@BreastImaging](#) [@MammoSaves](#)



Are Mammogram Guidelines Confusing You

When should you start getting mammograms? Our radiologist decodes the conflicting (and confusing) guidelines.

thewell.northwell.edu

 3

 20

 46



Sometimes I Tweet in Haiku

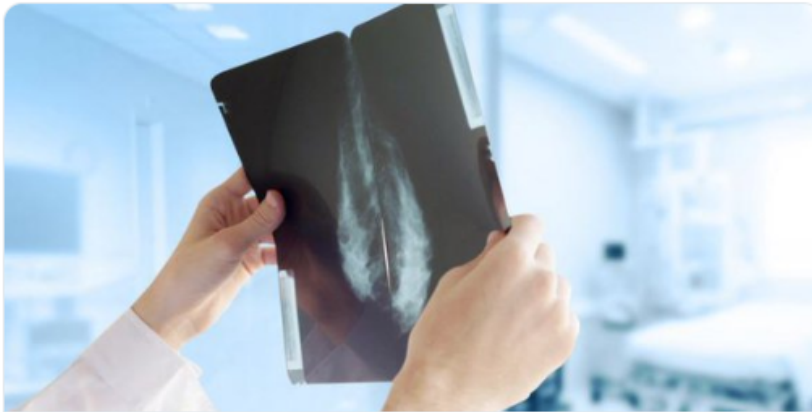
#radiologyhaikus



Nina Vincoff MD @NinaVincoffMD · 1 Apr 2018

With yearly mammos,
Breast cancers are found smaller.
Screening works, saves lives.

#radiologyhaikus



Breast tumor size has shrunk as mammogram becomes more widesp...

After American women began to adopt annual mammography screening in the 1980s, researchers say the average size of newly discovered breast t...

upi.com

4 4



Nina Vincoff MD @NinaVincoffMD · 15 Sep 2018

Mammograms for all.
Add ultrasound for dense breasts.
High risk? MRI

#radiologyhaikus

#endtheconfusion

@BreastDense @40not50 @MammoSaves

7 18



Nina Vincoff MD @NinaVincoffMD · 4 Jul 2017

Help spread awareness.
Screening tests need our support.
Now more than ever.

#radiologyhaikus

1

Patient and Family Centered Care #PFCC

The screenshot displays a Twitter search interface for the hashtag #pfcc. At the top, navigation icons for Home, Moments, Notifications, and Messages are visible, along with a search bar containing '#pfcc' and a 'Tweet' button. Below the search bar, tabs for 'Top', 'Latest', 'People', 'Photos', 'Videos', 'News', and 'Broadcasts' are present, with 'People' selected. The main content area is a grid of user profiles, each featuring a profile picture, name, handle, and a 'Following' button. The profiles include:

- Teresa Martín-Carreras, MD** (@DrTeresaMC): Radiologist, #RadRes, #PennRadiology, #MSKRad, #PFCC, #AI, #Informatics, #RadXX, #LGBTQ, Alum @UF & @ourmedschool.
- Nina Vincoff MD** (@NinaVincoffMD): Chief of #BreastImaging & Chief of Ambulatory Strategy and #PatientExperience @NorthwellHealth. Haiku Poet. Tweets are my own. #PFCC
- Jennifer Kemp, MD** (@JenniferKempMD): Radiologist, body imager. Patient Centered Radiology #PFCC, #RSNA, Runner, Coloradan @DivRadiology
- Arun Krishnaraj MD MPH** (@AKrishnarajMD): @UVARadiology Abdominal Imaging #Radiologist Vice Chair. Quality and Safety | #AI | #PFCC | @MGHImaging alum | #GoHeels | #Radiology | Tweets are...
- Dania Daye, MD PhD** (@DaniaDaye): #PhysicianScientist-#Engineer, #Radres @MGHImaging @HarvardMed. @MIThackmed team. Using #MachineLearning for ...
- Kimberly Beavers, MD** (@kbeaversmd): Radiology resident & patient advocate. Passions #breastimaging, #pfcc, #advocacy, #leadership. Oklahoma → Miami → Orlando → NYC (soon!)....
- SGoldberg-Stein, MD**
- Syed F. Zaidi, MD**
- Becky Haines**

The left sidebar contains several sections:

- Search filters** - Show
- Who to follow** - Refresh - View all
 - EssexPFCC @EssexPFCC
 - Patient First @AlbertaPFCC
- Trends for you** - Change
 - #ResignSarahSanders: 37.7K Tweets
 - Mike Huckabee: 28.1K Tweets
 - April Ryan: 72.2K Tweets
 - #Columbine: Eyewitness News and Maria T. Carney MD are Tweeting about this
 - #Happy420: The Daily Beast is Tweeting about this
 - #420day: 17.7K Tweets
 - #HolySaturday: 7,491 Tweets
 - #SaturdayMorning: Reed Omary, Doctors On Social Media, and 1 more are Tweeting about this
 - #AMJoy: 3,824 Tweets

Patient and Family Centered Care #PFCC



Nina Vincoff MD

@NinaVincoffMD

Here in New York State, [#breastimaging](#), including [#mammography](#) with 3D tomosynthesis, is covered without deductible or co-pay. All other states should follow New York's lead to promote early [#breastcancer](#) detection. [@NYGovCuomo](#) [#PFCC](#)

Meg Edwards @PtExpPaladin

"Women with low incomes who had high-deductible insurance plans waited an average of 1.6 months longer for diagnostic breast imaging, 2.7 months for 1st biopsy, 6.6 months for first early-stage breast cancer diagnosis and 8.7 months for first chemotherapy." [#pfcc](#) [#ptexp](#) [twitter.com/NPR/status/111...](#)

9:15 AM - 20 Apr 2019



Nina Vincoff MD

@NinaVincoffMD

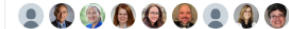
Got a call today from a friend asking my help to schedule a radiology exam and have it reported in time for an appointment with her doctor.

Wouldn't it be great if every patient could get the same level of service as the VIPs?

[#goals](#) [#pfcc](#) [#PatientExperience](#)

7:22 AM - 13 Jan 2019

4 Retweets 50 Likes



3 4 50



Add another Tweet



Rebecca Seidel, MD @atlmammo · Jan 13

Replying to @NinaVincoffMD

So true

3 4 50



Lorenzo Pinelli @LorenzoPinelli · Jan 14

Replying to @NinaVincoffMD

Same thought I have every time I do the same as you did, or I need a consultation from a specialist for someone I care. We (doctors) are privileged, indeed.

Amplification

The screenshot shows a Twitter profile for Ian Weissman, DO (@DrIanWeissman). The profile includes a bio: "Radiologist. Advocate of improving the patient experience, healthcare innovation, leadership best practices, value-based medicine. Opinions are my own." and statistics: 38K tweets, 19K following, 19.8K followers, 13.9K likes, and 230 lists. A pinned tweet from 15 Sep 2018 reads: "Thank you to US Medicine for showcasing the incredible work that my PFCC colleagues & @RadiologyACR are doing to improve the care of our pts. @Vilavaite @JoeBabaian @CancerGeek @DrGMCginty @amykpatel @zaidirad @AKrishnarajMD @MattHawkinsMD @grebeccahaines". The tweet includes a photo of Dr. Weissman in a white lab coat standing in front of a Siemens SOMATOM Definition Flash CT scanner. The tweet text continues: "Milwaukee VA Specialist Seeks to Make Radiology More Patient-Frien... Ian Weissman, a radiologist with the Milwaukee VA, can trace his desire to be a doctor back to one source. 'I grew up watching 'The Waltons.' There, usmedicine.com".

Amplification

 **Ian Weissman, DO**
@DrianWeissman Following

Digital breast tomosynthesis detects earlier stage breast cancers in older women.
[@amykpatel](#) [@SamirPatel_MD](#) [@RMilesMD](#)
[@DrLizMorris](#) [@NinaVincoffMD](#)
[@DrGMcGinty](#) [@AnjaliMalikMD](#)
[@c_debenedectiMD](#) [@MonicaSheth](#)
[@SHerschorn](#) [@drjkunj](#) [@mitvamd](#)
[@DrPaulaGordon](#)



DBT detects earlier stage breast cancers in older women
healthimaging.com

6:45 PM - 2 Apr 2019

14 Retweets 36 Likes

1 14 36

 **Ian Weissman, DO**
@DrianWeissman Following

ASRT shows support of annual mammography for all women beginning at age 40.
[@amykpatel](#) [@SamirPatel_MD](#) [@RMilesMD](#)
[@DrLizMorris](#) [@NinaVincoffMD](#)
[@NBSaphierMD](#) [@DrGMcGinty](#)
[@AnjaliMalikMD](#) [@c_debenedectiMD](#)
[@MonicaSheth](#) [@SHerschorn](#) [@drjkunj](#)
[@mitvamd](#) [@DrPaulaGordon](#)



ASRT shows support of annual mammography for all women beginning at 40
radiologybusiness.com

7:10 PM - 15 Apr 2019

7 Retweets 17 Likes

7 17

@NorthwellHealth

Nina Vincoff MD
@NinaVincoffMD

The @NorthwellHealth Mammo Warriors team at the @AmericanCancer @MakingStrides walk at Jones Beach today #madeforthis



Northwell Health ✓
@NorthwellHealth

Following

Our @lenoxhill comprehensive renewal plan will ensure the future success of the storied acute-care facility on Manhattan's Upper East Side.



Lenox Hill Hospital explores major revitalization plans
northwell.edu

Nina Vincoff MD
@NinaVincoffMD

Such an honor to be able to celebrate breast surgeon Dr Karen Kostroff yesterday at the @KatzWomensHlth annual luncheon and fashion show.
#weseewomenshealthdifferently
@NorthwellHealth @drstaceyrosen



1:35 PM - 28 Sep 2018

3 Retweets 18 Likes



18

Women in Leadership

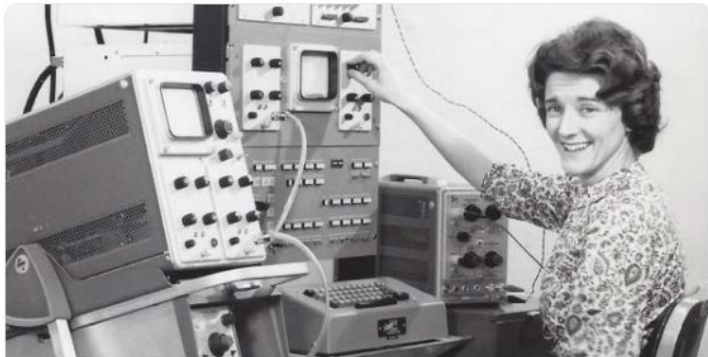
Women in Healthcare and Science



Nina Vincoff MD
@NinaVincoffMD

Women were pioneers in computer programming. Why are they so outnumbered now? Fascinating reading with many lessons about gender bias.

The Secret History of Women in Coding via [@NYTimes](#)



The Secret History of Women in Coding

Computer programming once had much better gender balance than it does today. What went wrong?

[nytimes.com](#)

5:09 AM - 16 Feb 2019

1 Retweet 6 Likes



Nina Vincoff MD
@NinaVincoffMD

"Unfortunately for women, age poses an unsolvable problem: They are seen as too young and inexperienced right up until they are branded too old and tedious." Sigh...

How Old Is 37? Depends on Your Gender via [@NYTimes](#)



Opinion | How Old Is 37? Depends on Your Gender

Kirsten Gillibrand, Pete Buttigieg and the fresh-face fallacy.

[nytimes.com](#)

8:02 AM - 7 Apr 2019

7 Retweets 15 Likes



1 7 15

Women in Medicine Groups on Twitter



Radiology Chicks ▾



#WomenInMedicine Chat

Women Sponsoring Women #InternationalWomensDay

 **Stacey Rosen, M.D.**
@drstaceyrosen Following

Thank you @iamritu this is one of my favorites! We are stronger together !
@DrJMieres @SharonneHayes @lesleejshaw
@sandylewis @DrMarthaGulati @avolgman
@drmalissawood @MinnowWalsh
@gina_lundberg @avolgman
@AnastasiaSMihai @choo_ek
@EugeniaGianos @MariaTCarney
@NinaVincoffMD

 **Ritu Thamman MD** @iamritu
#HappyInternationalWomensDay to all of the beautiful (inside and out) women & men in my life .Thank you for inspiring me everyday! Today, and everyday, celebrate being strong and resilient. With gratitude 🙏 #payitforward

4:53 AM - 9 Mar 2019

5 Retweets 22 Likes

1 5 22

 **Geraldine McGinty**
@DrGMcGinty Following

A shout out this #InternationalWomensDay to our @breastimaging community
@NinaVincoffMD @MonicaSheth
@DrLizMorris @NBSaphierMD @DrJiyonLee
@SHerschorn @SmethermanDana
@BonnieJoeMD and so many more!

11:35 PM - 7 Mar 2019

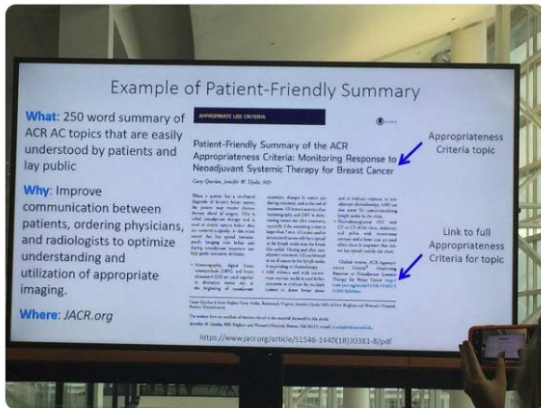
6 Retweets 23 Likes

6 23

Tweeting the Meeting

Nina Vincoff MD
@NinaVincoffMD

Andrea Borondy Kitts @findlungcancer talks about patient friendly summaries of ACR appropriateness criteria -helping patients understand the best imaging test for their condition #PFCC #RSNA18 Important work that I'm proud to be a part of.

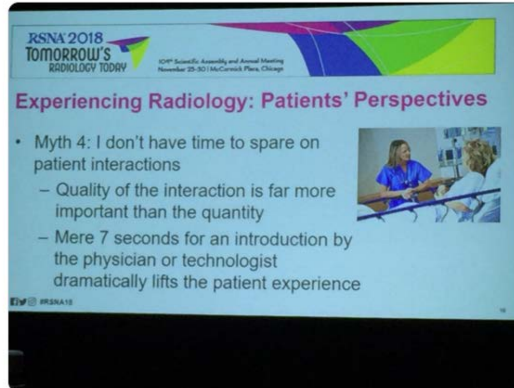


9:45 AM - 26 Nov 2018

8 Retweets 12 Likes

Nina Vincoff MD
@NinaVincoffMD

It only takes 7 seconds of physician time to improve #patientexperience #pfcc Wise words from Dr. Mary Mahoney at #RSNA18



12:11 PM - 25 Nov 2018

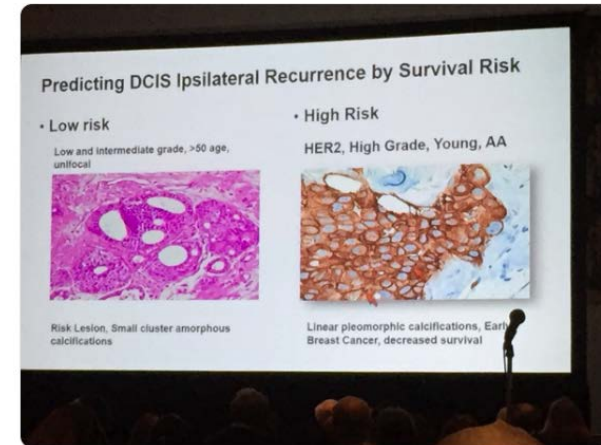
7 Retweets 22 Likes

7 22

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Nina Vincoff MD
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Hot topic session #RSNA18 - management of DCIS. Not all DCIS is the same. Features that increase risk are HER2, high grade, young age and African American



6:07 AM - 27 Nov 2018

5 Retweets 16 Likes



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Hey [#Medtwitter](#) [#somedocs](#) [@somedocs](#) I was just asked to run a breakout session about "Using Social Media in Medicine and Healthcare" at an upcoming conference for [#WomenInMedicine](#) Any suggestions for topics, source material, or people to follow for inspiration?

5:11 AM - 23 Mar 2019

42 Retweets 255 Likes



 105

 42

 255



And then this happened...

Guess who sent me a direct message on Twitter?



Paula Gordon made a slide of one of my Tweets!



SHOULD YOU USE TWITTER?



START HERE

You live in the 21st century

YES

You have access to the internet

YES

You like to learn & share

NO

YES

NO

No, don't use Twitter

Yes, you should use Twitter!

You have a growth mindset

NO

YES

NO

You like to make international connections

NO

YES

YES

You live in a communist state

Use Twitter with caution

@sylvia_duckworth

CHALLENGES



Thank You!

For more information

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