



# **Communicating Medicine: Practicing Evidence-Based Medicine in an Online World**

**May 14, 2021**

Presented virtually from Nationwide Children's Hospital  
Conference Center



**NATIONWIDE  
CHILDREN'S®**

*When your child needs a hospital, everything matters.*

# Communicating Medicine: Practicing Evidence-Based Medicine in an Online World

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## Friday, May 14

9–9:15 a.m.	<b>Welcome/Introductions/Conference Overview</b> David Stukus, MD and Mike Patrick, MD – <i>Nationwide Children's Hospital</i>
9:15–9:45 a.m.	<b>The Role of Social Media in Promoting Diversity and Inclusion</b> Ray Bignall, MD
9:45–10:15 a.m.	<b>Hold on Tight: We're Discussing Vaccines</b> Nicole Baldwin, MD
10:15–10:25 a.m.	<b>BREAK</b>
10:25–10:55 a.m.	<b>Cancel Culture and Online Harassment</b> Sarah Mojarad
10:55–11 a.m.	<b>BREAK</b>
11 a.m. – 12 p.m.	<b>BREAKOUT WORKSHOPS (Choose One)</b> <b>Workshop I: How to Become an Interview Star</b> Katelyn Hanzel; Michael Patrick, MD; and Tracy Townsend <b>Workshop II: How to Craft an Effective Medical Blog</b> Abbie Roth <b>Workshop III: Always Watching...Maintaining Compliance</b> Diane Lang and Kelly McDonald, MBA
12–12:30 p.m.	<b>Lunch</b>

12:30–1:30 p.m.

## **BREAKOUT WORKSHOPS (Choose One)**

### **Workshop I: How to Become an Interview Star**

Katelyn Hanzel; Michael Patrick, MD;  
and Tracy Townsend

### **Workshop II: How to Craft an Effective Medical Blog**

Abbie Roth

### **Workshop III: Always Watching...Maintaining Compliance**

Diane Lang and Kelly McDonald, MBA

1:30–1:45 p.m.

## **BREAK**

1:45–2:15 p.m.

## **Podcasting 101**

Michael Patrick, MD

2:15–2:30 p.m.

## **15 Social Media Pearls in 15 Minutes**

David Stukus, MD

2:30–3 p.m.

## **Misinformation During the COVID-19 Pandemic**

Tim Caulfield, BsC, LLB, LLM

3 p.m.

## **Closing remarks/Discussion/Adjourn**

## Intended Audience

Health Care Professionals from all backgrounds, Researchers, Medical Trainees, and Administrators

## Jointly Accredited Provider Interprofessional Continuing Education

In support of improving patient care, Nationwide Children's Hospital is jointly accredited by the American Nurses Credentialing Center (ANCC), the Accreditation Council for Pharmacy Education (ACPE), and the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for the healthcare team. (4.5 CME hours)



## On Demand

Our virtual format will give attendees access to our sessions — with continued access for three months after the conference to learn at your own pace...as a bonus! On demand sessions will be approved for ANCC and CME contact hours.

## Registration

Attendees may register via the web at [bit.ly/2021SocialMedia](https://bit.ly/2021SocialMedia) or by using the attached registration form. Please follow the instructions carefully. Upon receipt of the registration payment, each participant registering will receive a confirmation via email.

The registration fee includes access to the virtual conference and on-demand virtual access to all sessions.

## Cancellation Policy

A full refund will be given for cancellations received in writing a minimum of 2 weeks prior to the start of the educational activity.

No refunds will be given for cancellations received within two weeks of the educational activity.

## Questions?

### Nationwide Children's Hospital | Professional Education

700 Children's Dr., Columbus, OH, 43205

(614) 355-0650 | [CMEoffice@nationwidechildrens.org](mailto:CMEoffice@nationwidechildrens.org)

Registration: [bit.ly/2021SocialMedia](https://bit.ly/2021SocialMedia)

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### REGISTRATION FORM

or register online at [bit.ly/2021SocialMedia](https://bit.ly/2021SocialMedia)

- |                                  |      |
|----------------------------------|------|
| <input type="checkbox"/> NCH/OSU | \$20 |
| <input type="checkbox"/> Student | \$15 |
| <input type="checkbox"/> Regular | \$25 |

## Registrant Information:

*Please print*

Name (First, Last): \_\_\_\_\_

Credentials: \_\_\_\_\_ Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email Address\*: \_\_\_\_\_

*\*Required for receipt confirmation*

### Please select your breakout session preference:

#### 11 a.m. – 12:15 p.m.

- How to Become an Interview Star
- How to Craft an Effective Medical Blog
- Maintaining Compliance

#### 2:30–3:45 p.m.

- How to Become an Interview Star
- How to Craft an Effective Medical Blog
- Maintaining Compliance

**Special Services Required:** *ADA - We encourage participation by all individuals. If you have a disability, advanced notification of your needs will help us serve you better. Please notify us of your needs at least two weeks in advance.*

### How did you hear about the conference?

- Brochure
- Hospital Employee
- Website
- Email
- Other: \_\_\_\_\_

**Payment:** Using a credit card? Register online at: [bit.ly/2021SocialMedia](https://bit.ly/2021SocialMedia)

Check# \_\_\_\_\_ Tax ID: 31-4379441

Interdepartmental Transfer—*please complete the AM-8 Request for Travel Approval form on Anchor and forward with manager signature with completed registration form.*

**Total Amount Enclosed:** \_\_\_\_\_

**Please make checks payable to Nationwide Children's Hospital and mail with registration form to:**  
Nationwide Children's Hospital, Attn: Amy Randall-McSorley – Professional Education, 700 Children's Drive,  
Columbus, OH 43205-2664 or [Amy.Randall@nationwidechildrens.org](mailto:Amy.Randall@nationwidechildrens.org)





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Nationwide Children's Hospital  
700 Children's Drive  
Columbus, Ohio 43205

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