

*Ob/Gyn Delivered:
Using social media platforms to
enhance medical education*

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OVERVIEW & LEARNING OBJECTIVES

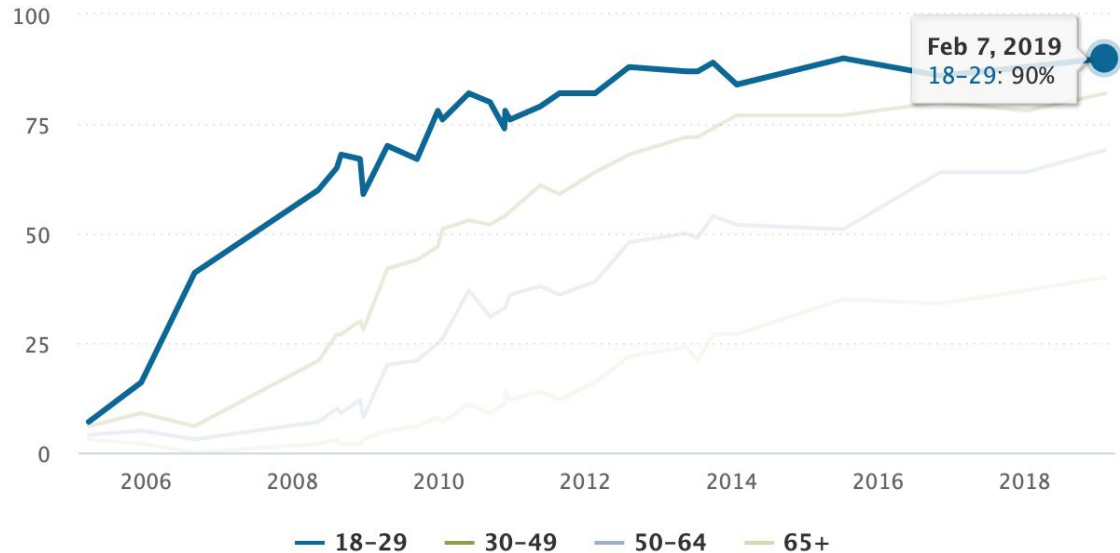
- 1) **Background**
 - a) Millennial learners and social media
 - b) Roadmap to developing a social media-based educational tool
 - c) Creation of *Ob/Gyn Delivered*
- 2) **Advantages & Barriers to using social media in medical education**
- 3) **Evaluating *Ob/Gyn Delivered***
- 4) **Next steps for *Ob/Gyn Delivered* & the future of social media use in med ed**

Millennial learners...

prefer educational tools that are “technology-enhanced, convenient, and personalized,” and also “easy to use and familiar” (1, 2)



% of U.S. adults who use at least one social media site, by age



Source: Surveys conducted 2005-2019.

PEW RESEARCH CENTER

Today's Medical Students:

- Use social media regularly
- Want tech-based, convenient educational tools
 - Already utilize virtual learning platforms
- Seek alternative & supplemental study content
- Pay high prices for practice questions and review tools

→ **Social Media-Based Education Tools**

BUILDING A SOCIAL MEDIA MED-ED TOOL

**Identify
Audience,
Content, &
Goals**

+

**Understand
Social Media
Options**



**Develop
Optimal
Content**



**Share Content
& Engage with
Users**

BUILDING A SOCIAL MEDIA MED-ED TOOL

First, Identify Your Audience, Goals & Content

Audience

- Medical students vs residents
- One institution vs nationwide

Content

Novel vs Existing Content

- Practice questions
- Study tips
- Anatomy review
- Research updates
- Clinical practice guidelines
- Surgical videos

Goals

- Reach learners through non-traditional methods
- Provide supplemental educational content
- Improve performance on exam(s)
- Prepare students for clinical rotations

BUILDING A SOCIAL MEDIA MED-ED TOOL

Next, Understand Social Media Tools & Strategies:

Instagram:

- Photos, captions, hashtags, Stories, Highlights
- Large potential audience, good for slideshow type review and practice questions

Facebook:

- Posts can be photos and/or typed descriptions
- Difficult to reach a large audience

Twitter:

- Tweets can be photos and/or typed descriptions
- Polls can be used as multiple choice questions

Optimal Content

- Reaches target audience
- Engages users
- Utilizes available tools on each platform
- Meets requirements for each platform (e.g., photo size, word count)
- “On Brand” - Canva, Powerpoint

BUILDING A SOCIAL MEDIA MED-ED TOOL

Ob/Gyn Delivered:

A Social Media-Based Tool to Provide ObGyn MedEd Content

Audience

- 1st through 4th year medical students seeking supplemental Ob/Gyn educational content.

Content

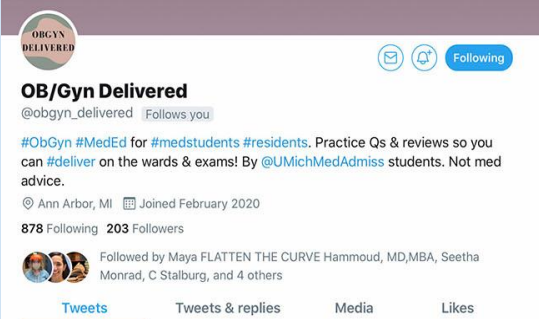
- ObGyn focused
 - practice questions
 - topic reviews
 - research updates
 - anatomy images
 - study tips

Goals

- Provide ObGyn education via social media that is:
 - (1) free & accessible
 - (2) easy to use on-the-go
 - (3) available for quick review of high-yield topics
 - (4) by med students, for med students
- Improve ObGyn clinical knowledge

Ob-Gyn Delivered

REVIEW FOR BOARD EXAMS
PRACTICE QUESTIONS | INFO FOR THE WARDS
CLINICAL GUIDELINES | RESIDENCY PREP



OB/Gyn Delivered
@obgyn_delivered · Following you

#ObGyn #MedEd for #medstudents #residents. Practice Qs & reviews so you can #deliver on the wards & exams! By @UMichMedAdmiss students. Not med advice.

Ann Arbor, MI · Joined February 2020
878 Following · 203 Followers

Followed by Maya FLATTEN THE CURVE Hammoud, MD,MBA, Seetha Monrad, C Stalburg, and 4 others

Tweets · Tweets & replies · Media · Likes

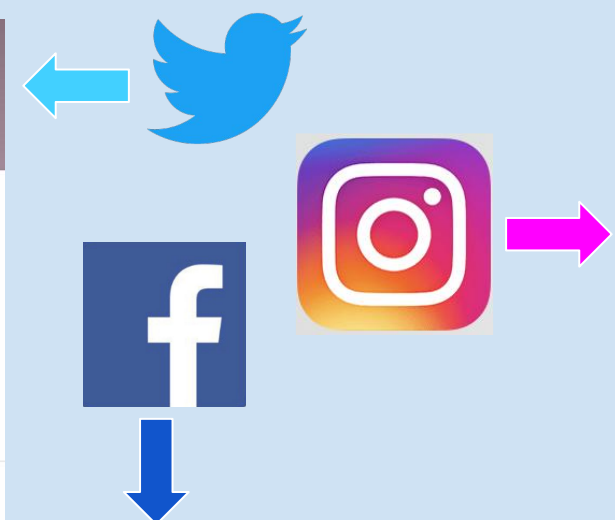


OB/Gyn Delivered @obgyn_delivered · 6d
eyes watering 🥰🥰🥰🥰

Thank you to these #HealthHeroes and all the rest out there!! We're so thankful for role models like you.

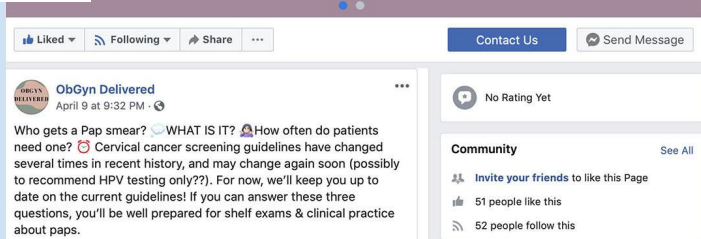
Alex Friedman Peahl @AFriedmanPeahl · 6d
Hail to the front lines!

Heartwarming video of our #maternitycare providers delivering little victors. Thank you for ALL that you're doing for our patients. ...



OBGYN DELIVERED

REVIEW FOR BOARD EXAMS
PRACTICE QUESTIONS | INFO FOR THE WARDS
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Liked · Following · Share · Contact Us · Send Message

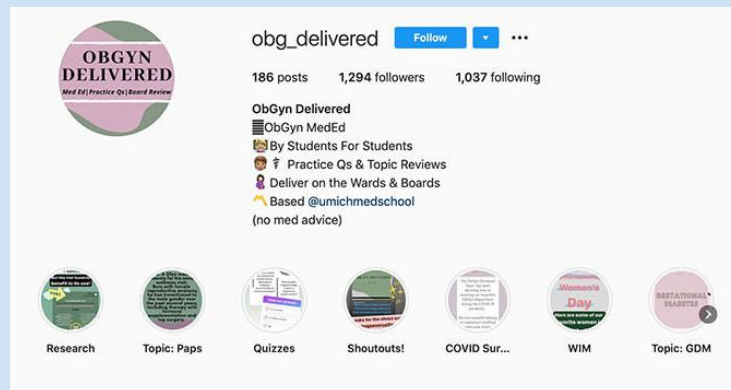
ObGyn Delivered
April 9 at 9:32 PM · 🌐

Who gets a Pap smear? 🤔WHAT IS IT? 🤔How often do patients need one? 🤔Cervical cancer screening guidelines have changed several times in recent history, and may change again soon (possibly to recommend HPV testing only?). For now, we'll keep you up to date on the current guidelines! If you can answer these three questions, you'll be well prepared for shelf exams & clinical practice about paps.

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OBYGYN DELIVERED
Med Ed | Practice Qs | Board Review

obgyn_delivered · Follow · ...

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ObGyn Delivered
ObGyn MedEd
By Students For Students
Practice Qs & Topic Reviews
Deliver on the Wards & Boards
Based @umichmedschool
(no med advice)

Research · Topic: Paps · Quizzes · Shoutouts! · COVID Sur... · WIM · Topic: GDM



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During pregnancy, normal changes to thyroid physiology are as follows:

TSH	No change
TBG	No change
Total T4	No change

Are you up to date on the latest research regarding COVID-19 & pregnancy?

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Cervical Cancer Screening

WHO · WHEN · HOW · do we screen for cervical cancer?

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Topic Review: **Abnormal Uterine Bleeding**

A 34yo G5P2 at 26wd presents with painless vaginal bleeding. Transvaginal US reveals a single viable intrauterine pregnancy, with placental tissue extending over a closed internal cervical os. FHR baseline 150.

What is the most likely diagnosis?

- A. Placental Abruption
- B. Placenta Previa
- C. Incomplete Abortion
- D. Ectopic Pregnancy

Ob-Gyn Delivered

obg_delivered

OBGYN DELIVERED 1/4

A 17 y/o F presents after having unprotected sexual intercourse. No PMH and has regular menses. She desires emergency contraception and requests whichever method is most effective. What is the most appropriate treatment?

A. Copper Intrauterine device (IUD)
B. Levonorgestrel IUD
C. Ulipristal (Ella)
D. Oral Levonorgestrel (Plan B)

Liked by tnovice and 73 others

obg_delivered

OBGYN DELIVERED 2/4

A 17 y/o F presents after having unprotected sexual intercourse. No PMH and has regular menses. She desires emergency contraception and requests whichever method is most effective. What is the most appropriate treatment?

A. Copper Intrauterine device (IUD)
B. Levonorgestrel IUD
C. Ulipristal (Ella)
D. Oral Levonorgestrel (Plan B)

Liked by tnovice and 73 others

obg_delivered

OBGYN DELIVERED

The most effective method of emergency contraception is the Copper IUD.

The Copper IUD can be placed ***within 5 days*** of unprotected intercourse for emergency contraception (+ *added benefit of offering additional pregnancy prevention!*)

Contraindications to the Copper-T IUD include:

1. Current STI or PID
2. Unexplained vaginal bleeding
3. Untreated cervical or endometrial cancer
4. Uterine cavity distortion
5. Wilson's disease.

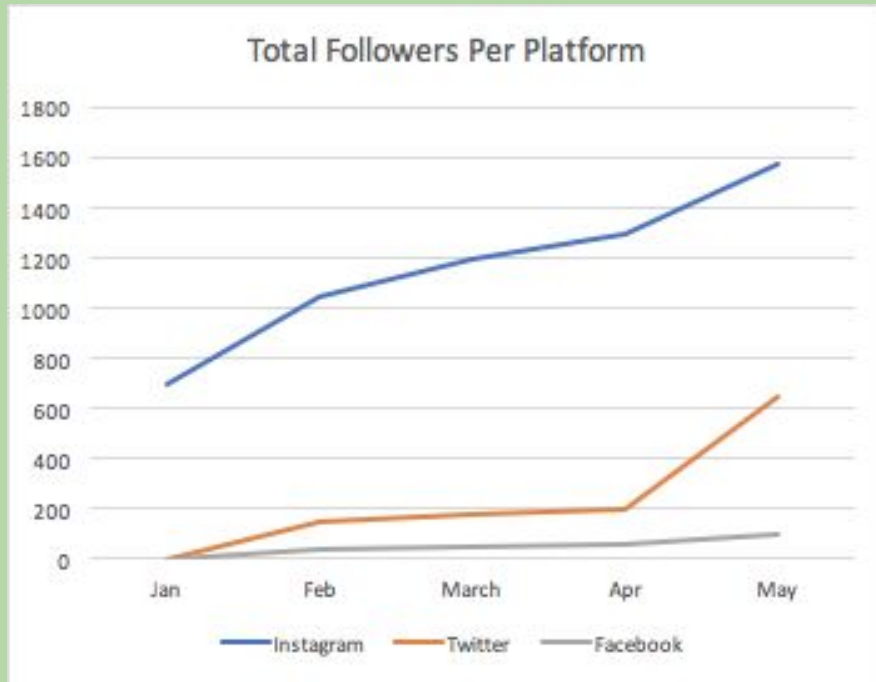
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ADVANTAGES

- ❑ Accessibility & Audience Reach
- ❑ Low Cost
- ❑ Expand Existing Study Methods
 - ❑ Spaced repetition
 - ❑ Visual learning
- ❑ Integrate Novel Strategies
 - ❑ Incorporate studying into non-traditional moments
 - ❑ Active engagement between users
- ❑ Versatility of multiple platforms



Ob/Gyn Delivered: Growth over the year



A screenshot of a social media post from the account @creogsovercoffee. The post features a green and white graphic with the text "FOLLOW US ON TWITTER @OBGYN_DELIVERED LINK IN BIO". Below the graphic, the text reads "@obg_delivered Want more study material? Check out @obg_delivered both on insta and on Twitter!". The post is decorated with yellow starburst graphics. A pink banner at the bottom of the image reads "Thanks for the shout out @creogsovercoffee! (Aka our favorite ObGyn podcast!)"

BARRIERS

- Time
- Resources
- Quality Control
- Consistency
- Difficult to assess true impact



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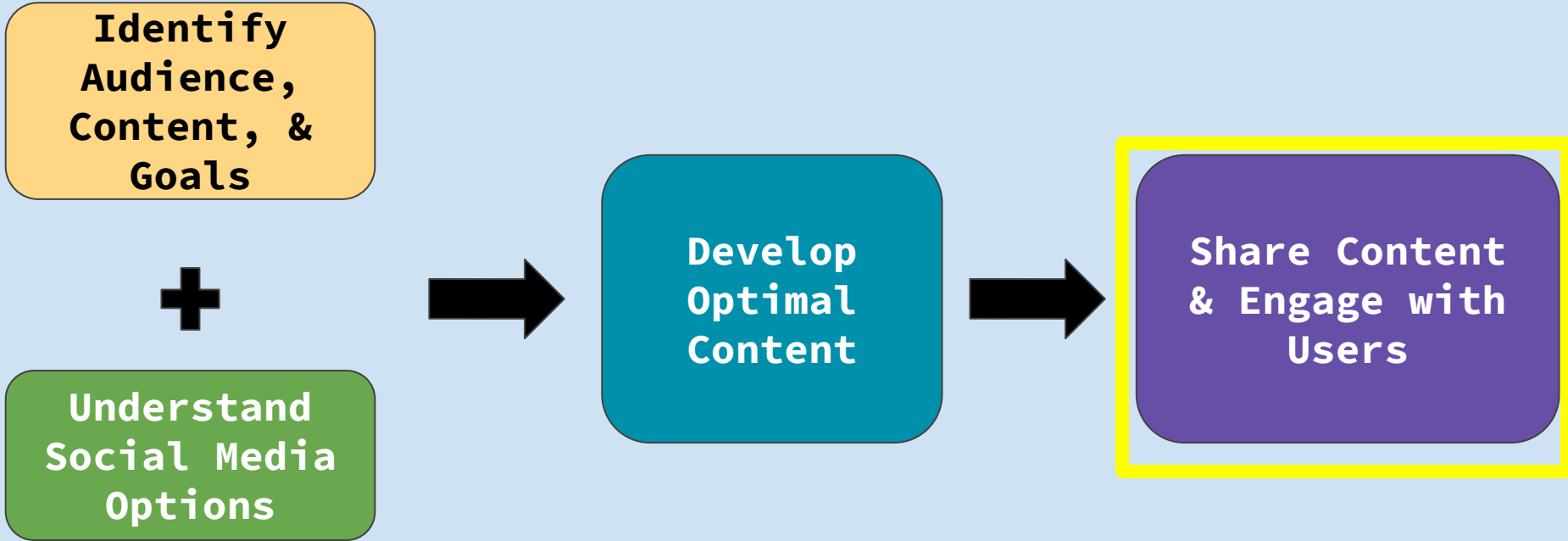
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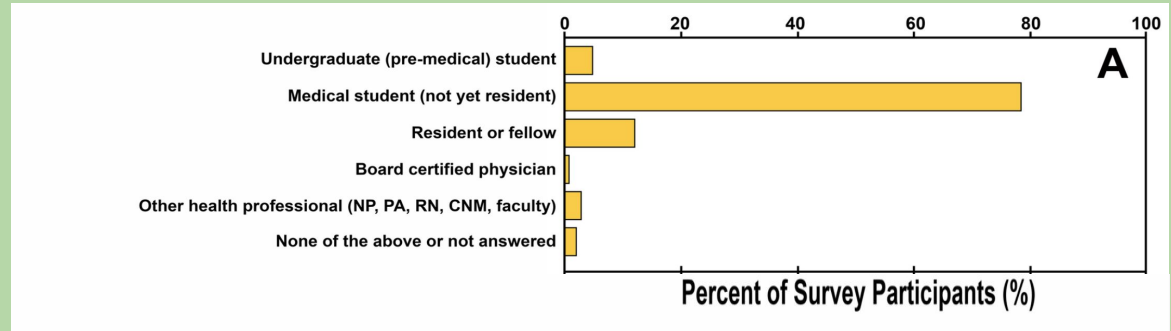
**Share Content
& Engage with
Users**



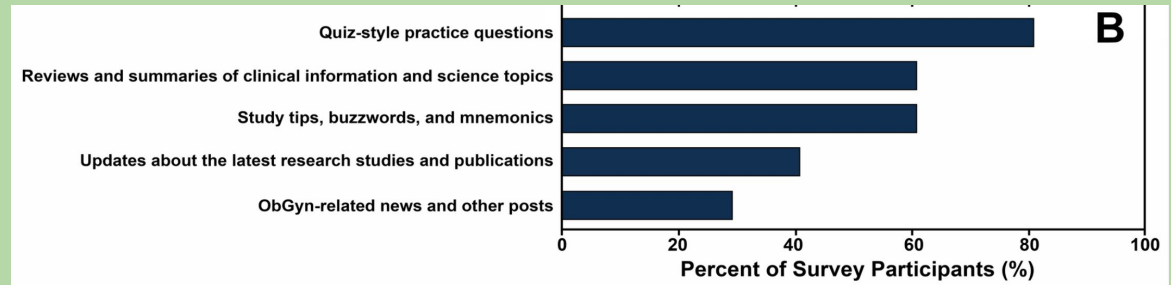
Evaluation: Assessing our impact

Data was collected from the ObGyn Delivered accounts, a user survey, and experiences from the account developers.

A. Level of education of respondents.



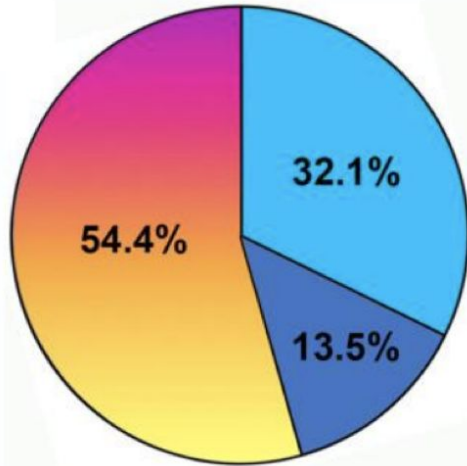
B. Respondents preferred content on OBGD (multiple answers allowed)



*n=256, with 4 duplicated responses eliminated.

Preferences: Learners vs. Educators

Preferred platform for accessing Ob/Gyn Delivered amongst learners.



■ Instagram
■ Twitter
■ Facebook

Social Media Platform Features		Instagram	Twitter	Facebook
Followers & Audience	Number of followers	Great	Great	Fair
	Gaining target audience followers	Good	Great	Fair
	Use by medical students	Great	Great	Good
Ease of Sharing Content	Educational topic reviews	Great	Good	Good
	Practice questions	Great	Fair	Fair
	Interactive quizzes	Great	Good	Fair
Resources	Time required to share content	Good	Great	Good
	Additional app needed to create post	Fair	Great	Fair

*A special thank you to Dr. Hammoud &
Dr. Hortsch!*

Follow us!



@obgyn_delivered



@obg_delivered

Ob/Gyn Delivered: Looking Ahead

Takeaways?

How can we improve?

Quality Control?

Sustainability & Growth?

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**First Trimester
Screen**

First Trimester =
"Pregnancy Now Beginning"

PAPP-A
Nuchal Translucency
B-hCG

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**Second Trimester
Screen**

Triple Screen got you
BEAT?

B-hCG
Estriol
AFP
Triple Screen

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**Second Trimester
Screen**

Quad Screen =
Triple Screen in addition to
one more test...

Inhibin
plus BEAT:
B-hCG + Estriol + AFP =
Triple Screen

Citations

- 1) Hopkins L, Hampton BS, Abbott JF, et al. To the point: medical education, technology, and the millennial learner. *Am J Obstet Gynecol.* 2018;218(2):188-192.
- 2) Bringman-Rodenbarger L, Hortsch M. How students choose E-learning resources: The importance of ease, familiarity, and convenience. *FASEB BioAdv.* 2020;2(5):286-295.