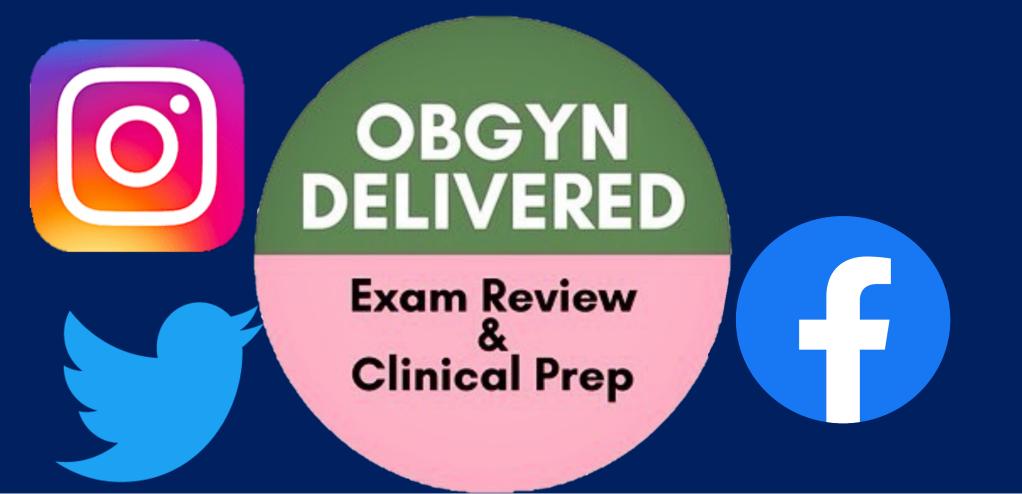
ObGyn Delivered: Student Driven Medical Education through Social Media



UMMS Capstone for Impact 2021 Kelsey Carman & Annie Minns

Advisors: Michael Hortsch, PhD, Maya Hammoud, MD, MBA

PROGRAM DESCRIPTION

Figure 1. Example of ObGyn Delivered Instagram post

Which of the following is a contraindication to the Levonorgestrel IUD?

- A. Current breast cancer
- B. History of STI
- C. Current breastfeeding
- D. Heavy menstrual bleeding
- . Current HIV infection, on ARV therapy

Which of the following is a contraindication to the Levonorgestrel IUD?

A. Current breast cancer

What are some of the other contraindications to the Levonorgestrel IUD?

ObGyn Delivered is a social media-based educational tool that utilizes 3 platforms: Facebook, Instagram & Twitter.

GOAL: Provide ObGyn medical education through social media that is (1) free & accessible, (2) easy to use on-the-go, and (3) available for quick review of high-yield topics.

AUDIENCE: Medical learners seeking supplemental Ob/Gyn educational content geared toward basic science exams, clerkship shelf exams, USMLE boards, and clinical experiences.

CONTENT: Dedicated ObGyn practice questions, topic reviews, research updates, anatomy images, and study tips.

Figure 2. Example of ObGyn Delivered Twitter post

OBGYN DELIVERED
Exam Review Clinical Prep Clinical Prep Cobgyn_delivered

Copper IUD

Clinical practice Q:

17yo F presents 2 days after having unprotected sexual intercourse. She desires emergency contraception & requests the most effective method. No PMH, no prior surgeries, regular menses. What do you recommend? #obgyn #MedStudentTwitter #MedEd #medtwitter

Levonorgestrel IUD	7.7%
Ulipristal (Ella)	3.8%
PO Levonorgestrel/Plan B	10.3%

BACKGROUND

- Millennial learners prefer educational tools that use technology and are convenient.
- Use of social media in medical education is expanding, but there is little information comparing different platforms.
- In a world of increasing virtual learning, educators may consider social media tools.
- ObGyn Delivered was developed by medical students as a tool to supplement traditional Ob/Gyn education.

OBJECTIVES

- Highlight the use of social media in medical education.
- Evaluate a novel social media-based educational tool.
- Provide guidance to educators looking to utilize social media.

METHODS

- Data was collected from the ObGyn Delivered accounts, a user survey, and experiences from the account developers.
- Advantages and limitations of each platform were compared.

RESULTS

Figure 3. Survey participants' preferred platform for accessing *ObGyn Delivered*

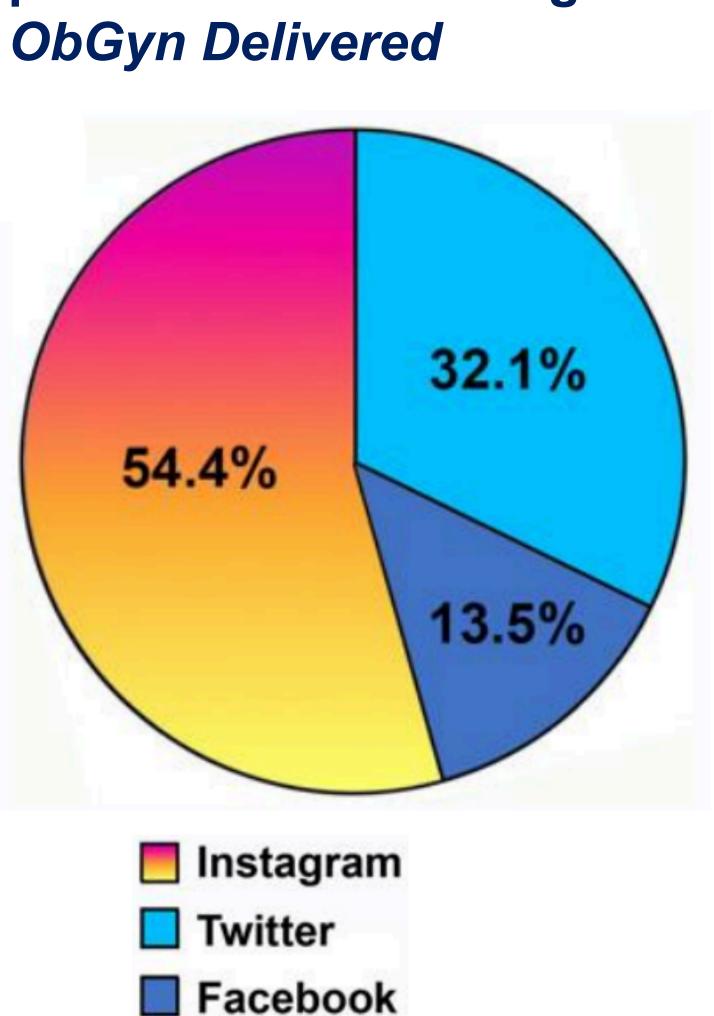


Table 1. Comparison of Social Media Platforms (★★★ = great; ★★ = good; ★ = fair)

Social Media Platform Features Instagram Twitter Facebook

Social Media Platform Features		Instagram	Iwitter	Facebook
	Number of followers	***	***	*
	Gaining target audience followers	**	***	
	Use by medical students	***	***	**
Ease of Sharing Content	Educational topic reviews	***	**	**
	Practice questions	***	*	
	Interactive quizzes	***	**	*
Other Features	Hashtags	***	***	
	Likes and comments	***	**	*

CONCLUSIONS

Each social media platform offers unique benefits for use in medical education.

78.2%

We recommend:

- Prioritizing Instagram for sharing practice questions.
- Utilizing specific features, such as Twitter polls and Instagram Highlights, to optimize use.
- Including medical students in the development of social media education tools.