# Managing Your Digital Identity in Medicine

Jason Woods, MD & Brad Sobolewski, MD, MEd



## Who are these guys?



Brad Sobolewski, MD, MEd

Professor, Division of Emergency Medicine Cincinnati Children's

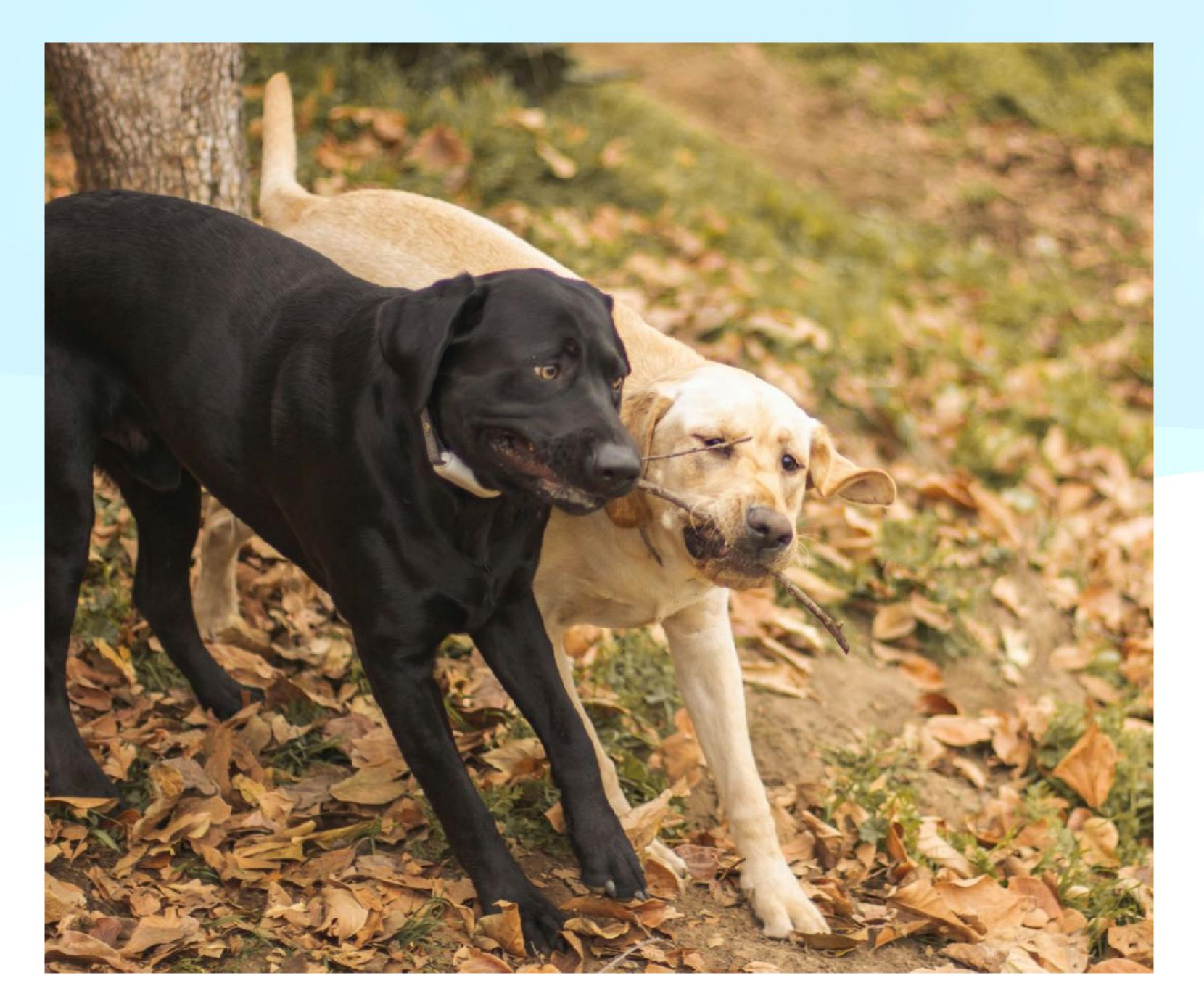


Jason Woods, MD

Associate Professor, Section of Emergency Medicine
University of Colorado and Children's Hospital Colorado



## Privacy vs Presence



About 11,000,000 results (0.36 seconds)



Children's Hospital Colorado

https://www.childrenscolorado.org > physicians > jason-...

#### Jason Woods, MD

Meet Jason Woods, MD. He specializes in Emergency Medicine - Pediatric, Pediatrics at Children's Hospital Colorado.



CU Anschutz

https://som.cuanschutz.edu > Profiles > Faculty > Profile

Jason Woods, MD Associate Professor, Pediatrics-Emergency ...

Jason Woods, MD Associate Professor, Pediatrics-Emergency Med/Urgent Care/NOC ...

Medical School: ... Undergraduate School: ... Residency: ... Fellowships:



CU Medicine

https://www.cumedicine.us > providers > pediatrics > Jas...

#### Jason Woods, MD | Pediatric Emergency Medicine

Find A Provider · Specialty. Pediatric Emergency Medicine, Pediatrics · Primary Clinic Phone. 720-777-1234 · Hospital Affiliations. Children's Hospital Colorado



LinkedIn · Jason Woods

#### Jason Woods - University of Colorado School of Medicine

Denver, Colorado, United States · Assistant Professor of Pediatrics · University of Colorado

Assistant Professor of Pediatrics at University of Colorado School of Medicine · View mutual connections with Jason · Welcome back · Experience · Education.



US News Health

https://health.usnews.com > Doctors

#### Dr. Jason M. Woods, MD | Aurora, CO

Dr. Jason M. Woods is a pediatric emergency medicine physician in Aurora, Colorado and is affiliated with Children's Hospital Colorado.



https://www.doximity.com > States > Colorado > Aurora

#### Dr. Jason Woods, MD - Pediatric Emergency Medicine

Dr. Jason Woods, MD is a pediatric emergency medicine physician in Aurora, Colorado. He is affiliated with Children's Hospital Colorado.



University of Colorado Denver

https://profiles.ucdenver.edu > cisplay

#### Jason Woods | Colorado PROFILES

Jason M. Woods. Title, Associate Professor. Institution, University of Colorado Denver schutz Medical Campus. Department, SOM-PEDS. Collapse Bibliographic Missing: md | Show results with: md



Healthgrades https://www.healthgrades.com ; ... > CO > Aurora, CO

#### Dr. Jason Woods, MD - Pediatric Emergency Medicine

Jason Woods, MD is a pediatric emergency medicine specialist in Aurora, CO. 0 (0 ratings) Leave a review. Dr. Jason Woods, MD. Practice. 13123 E 16th Ave ...



Select Health

https://selecthealth.org > woods-jason-m-1891019683

#### Jason Woods

Jason M Woods, MD. Pediatrics. Accepting New Patients. Accepts Medicaid. Cultural Competency Training Completed. Languages Spoken. English. Locations. Patient ..



Academic Life in EM

https://www.aliem.com > author > jasonwoods > page

#### Jason Woods, MD, Author at ALiEM - Page 2 of 2

Just as in adults, pediatric sepsis is a complex topic with continued research. In the United States, there are an estimated 75,000 cases per year of pediatric ...



X · jwoodsmd
770+ followers

#### Jason Woods (@jwoodsmd) / X

PEM physician. Creator @littlebigmed pod. Dissemination co-chair @PECARNteam. APD @COpediatricEM fellowship. Views my own and≠represent medical advice.



YouTube · Schneck Medical Center

YouTube • Schneck Me 350+ views • 8 years ago

#### Get to Know Dr. Woods - YouTube



Dr. Jason Woods, Podiatrist at Schneck Orthopedics & Sports Medicine, tells us a little about himself and his journey to Schneck.



https://www.cureus.com > users > 252178-jason-woods

#### Jason Woods, MD - Pediatric Emergency Medicine

Jason Woods has published 1 articles and reviewed 0 in The Cureus Journal of Medical Science.



https://doctor.webmd.com > Pediatrics > DC > Washington

#### Dr. Jason Woods, MD, Pediatrics | Washington, DC

Dr. Jason Woods, MD, is a Pediatrics specialist practicing in Washington, DC with 14 years of experience. This provider currently accepts 5 insurance plans.



Vitals

https://www.vitals.com > ... > IN > Seymour :

#### Dr. Jason Boyd Woods, MD - Seymour, IN

Dr. Jason Boyd Woods, MD, is a specialist in podiatry who treats patients in Seymour, IN. This provider is affiliated with Schneck Medical Center.



Academic Life in EM

https://www.aliem.com > author > jasonwoods

#### Jason Woods, MD, Author at ALiEM

by Q Series — As medical educators, we often rely on assessment tools to evaluate our learners. Whether in the form of a post-lecture survey or a checklist by a ...

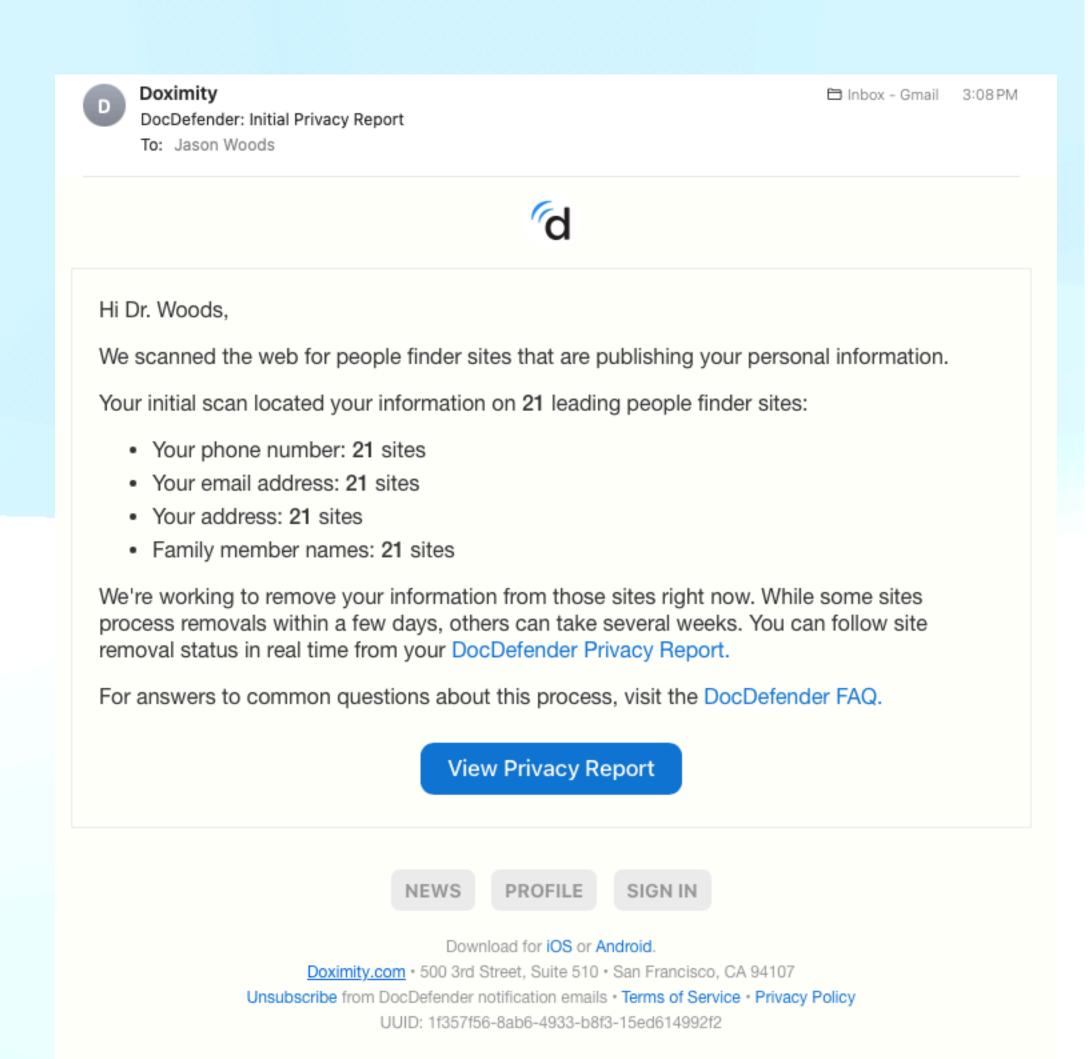


eventscribe.net

https://eventscribe.net > AAPexperience > fsPopup :

2021 AAP National Conference

## DocDefender





Home

Privacy Report

Help



#### My Privacy Report

21 of 38 sites show your information



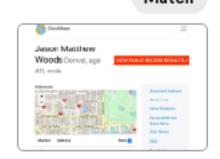
You are all set! Removals will begin automatically and can take 2-60 days. We'll continue to monitor and will email you progress updates. Learn more

#### ClustrMaps

Jason Matthew Woods (40)

Lyudmyla Neyrus, Brian T Oconnell...

\*\*\* Race St Denver, CO



View Details

Match

#### SearchPeopleFree

Jason Matthew Woods (40)

Clarke Woods, Kaley Gasper...

Denver CO, Washington DC...

View Details

Match

#### PublicRecordsNow

Jason Matthew Woods (40)

Clarke Woods, Kaley Gasper...

Denver CO, Washington DC...

View Details

#### 

Match

Jason Matthew Woods (40)

Clarke Woods, Kaley Gasper...

Denver CO, Washington DC...

View Details

## Activity 1: Web Search

## Activity 1: Web Search

### Pair up

- Open a "private" or "incognito" browser window (to limit cookie and geographic effects)
- Search the following about your partner
  - First name last name
  - First name last name degree
  - Dr. first name last name

#### **Discussion**

- What was the first result?
- Did you find anything surprising/ contradictory/incorrect?
- How much was autogenerated vs account created by the person?
- How much of what was on the first page was ad or location drive?



## The Buckets

Biographical Information Documentation of Professional Activities

Social Media and Online Presence

## Bucket 1: Biographical Information

## Biographical Information

### Generated automatically, level of input varies

- Hospital website
- Academic institution/university profile
- American Board of Pediatrics
- State medical boards
- NPI records
- DEA profile

## Hospital



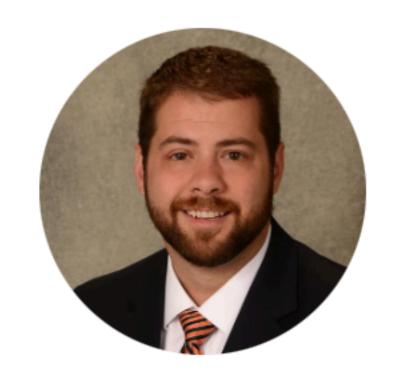
Doctors & Departments

Conditions & Advice

Your Visit

Community

Research & Innovation



### Jason Woods, MD

PROVIDER'S SPECIALTIES Emergency Medicine - Pediatric Pediatrics

PROVIDER'S LOCATION(S)

**Anschutz Medical Campus, Aurora** 

View map ↓

PATIENT RATINGS

PATIENT RATINGS AND REVIEWS ARE NOT AVAILABLE

Why?



**Pediatric Emergency Care** (720)777-6888



#### Insurance plans accepted

We participate with most major health insurance plans and We want to make sure you know what to expect before you national transplant networks.

View the full list



#### Prepare for your visit

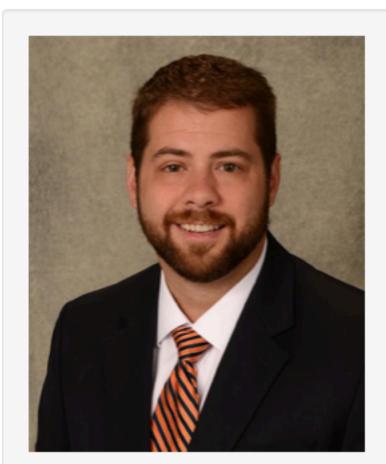
arrive.

See the checklist

# University Faculty Profile

### Jason Woods, MD

## Associate Professor, Pediatrics-Emergency Med/Urgent Care/NOC



#### Medical School:

 MD, University of Virginia School of Medicine (2010)

#### **Undergraduate School**:

 BEng, University of Pittsburgh (PA) (2005)

#### Residency:

 University of Colorado (Children's Hospital Colorado) Program, Pediatrics (2013)

#### Fellowships:

 Children's National Medical Center/George Washington University Program, Pediatric Emergency Medicine (2016)

Languages: English

**Department**: Pediatrics-Emergency Med/Urgent Care/NOC

#### **Professional Titles**

- Associate Professor of Pediatrics Emergency Medicine
- Associate Program Director, Pediatric Emergency Medicine Fellowship

#### **Publications**

- Roland D, Thoma B, Tagg A, Woods J, Chan TM, Riddell J. What Are the Real-World Podcast-Listening Habits of Medical Professionals?. Cureus. 2021 Jul;13(7):e16240. PubMed PMID: 34373803
- Flood S. and Woods JM. "Are You Using the Right Evaluation Tool to Assess Learners? Putting Validity on Trial". Academic Life in Emergency Medicine. Jun 19, 2021. https://www.aliem.com/evaluation-learners-tool-validity/
- Woods JM, Chan TM, Roland D, Riddell J, Tagg A, Thoma B. Evaluating the reliability of gestalt quality ratings of medical education podcasts: A METRIQ study. Perspect Med Educ. 2020 Oct;9(5):302-306. PubMed PMID: 32495235
- Woods JM, Scott HF, Mullan PC, Badolato G, Sestokas J, Sarnacki R, Wolff M, Lane R, Dawson E, Kaplan R, Zaveri P. Using an eLearning Module to Facilitate Sepsis Knowledge Acquisition Across Multiple Institutions and Learner Disciplines. Pediatr Emerg Care. 2019 Aug 23. [Epub ahead of print] PubMed PMID: 31464879
- Woods JM, Scott HF, Mullan PC, Badolato G, Sestokas J, Sarnacki R, Wolff M, Lane R, Dawson E, Kaplan R, Zaveri P. Using an eLearning Module to Facilitate Sepsis Knowledge Acquisition Across Multiple Institutions and Learner Disciplines. Pediatr Emerg Care. 2019 Aug 23. [Epub ahead of print] PubMed PMID: 31464879

+ View All (6 Total)

#### **Professional Memberships**

· American Academy of Pediatrics, Fellow

#### **Practice Locations**

#### **Children's Hospital Colorado Anschutz Medical Campus**

13123 East 16th Ave Aurora, CO 80045 720-777-1234

#### **Hospital Affiliation**

- · University of Colorado Hospital
- · Children's Hospital Colorado

#### **Specialty Information**

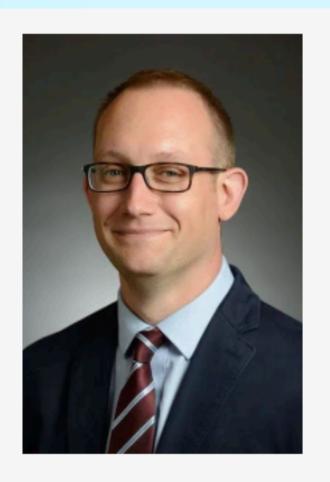
#### Specialties

- Pediatric Emergency Medicine, Board Certification
- Pediatrics, Board Certification

#### **Public Speaking**

Yes

# Institution Profile



#### Brad Sobolewski, MD, MEd

**Assistant Director,** Pediatric Residency Training Program **Associate Professor,** UC Department of Pediatrics

- brad.sobolewski@cchmc.org
- Board Certified

#### BRAD SOBOLEWSKI, MD, MED

About

Education and Training

Publications

From the Blog

66 I believe it's essential to communicate effectively with patients and families. To do this requires being up-to-date on the best evidence and techniques that allow us to care for ill and injured children.

Brad Sobolewski, MD, MEd

#### **About**

#### Biography

One of the most important things we can do for patients and their families is to educate them about our care recommendations and why we are doing them. The Emergency Department is a place where we assess and treat the unexpected things that life throws at us, and I welcome the opportunity to help patients and their families during their visits to the Emergency Department.

### **American Board of Pediatrics**

#### Search Results

The name and information provided below indicate only those certificates awarded by the ABP as of Mar 29, 2024. All certification information is drawn directly from our certification database and is updated each business day.

Print



ABP ID #: 689959

Aurora, CO

United States of America

Certification Area	Certified	Currently Practicing in This Area of Certification	Meeting MOC Requirements in This Area
Pediatric Emergency  Medicine  Certificate #: 2518	Yes, certified in 2017	Not Known	Yes
General Pediatrics Certificate #: 108849	Yes, certified in 2013	Not Known	Yes

Back to Search List

### **State Medical Board**



#### **Lookup Detail View**

#### Licensee Information

This serves as primary source verification\* of the license.

\*Primary source verification: License information provided by the Colorado Division of Professions and Occupations, established by 24-34-102 C.R.S.

Name	Public Address	
Jason Matthew Woods	Aurora, CO 80045	

#### License Information

Some Physician Licensees have converted their Active Physician license to an Active Compact Physician License. This is noted below by the status label: Transferred to Compact Physician. If this status is present, then you may verify the license by searching for the license using the prefix "CDRH" and the Licensees Name on our Online Services page.

License Number	License Method	License Type	License Status	Original Issue Date	Effective Date	Expiration Date
	Original	Physician	Active	03/22/2016	05/01/2023	04/30/2025

#### **Board/Program Actions**

#### Discipline

There is no Discipline or Board Actions on file for this credential.

#### Other Colorado License Records

The below license records are also on file with the Division of Professions and Occupations. For additional information, use our License Verification Search Screen and enter the License Type and Number below in the search criteria.

License Number	License Type	License Status	Original Issue Date	Effective Date	Expiration Date
	Physician Training License	Expired	06/23/2010	06/23/2010	08/31/2013

# Should you update this material?

# Bucket 2: Documentation of Professional Activities

## What do you need to generate & edit?

To show what you're doing, get promoted, get hired

- CV
- Educator Portfolio
- Biosketch
- ERAS

## Curriculum Vitae

#### Curriculum Vitae

### Brad Sob<u>olewski,</u> MD, MEd

March 21, 2023

#### **Personal Data**

Business Address Cincinnati Children's Hospital Medical Center

Division of Emergency Medicine 3333 Burnet Avenue, ML5018

Cincinnati, Ohio 45229

brad.sobolewski@cchmc.org

Educator Portfolio bradsobolewski.com

#### **Education**

8/1996 – 5/2000 Washington & Jefferson College

Washington, PA

BA Biology, Magna Cum Laude

8/2000 – 5/2004 University of Pittsburgh School of Medicine Pittsburgh, PA

Doctor of Medicine

6/2010 – 11/2013 University of Cincinnati

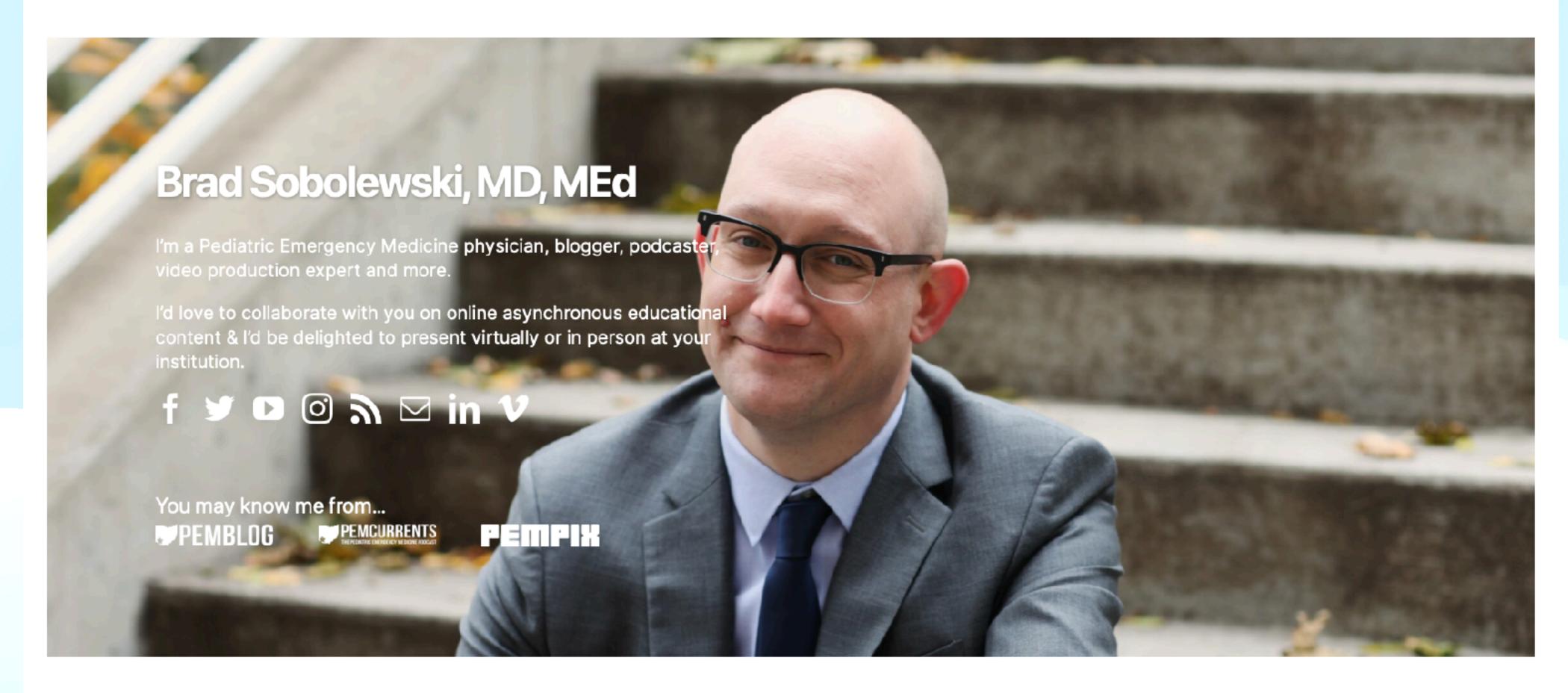
Cincinnati, OH

Master's in Medical Education

6/2004 = 6/2007 Cincinnati Children's Hospital Medical Center







#### **Mission Statement & Goals**

I am one of the forerunners of digital scholarship and online asynchronous education and knowledge dissemination in Pediatric Emergency Medicine. My goals are to advance the practice and science of knowledge dissemination in my field, and to share what I have learned with my colleagues who provide care for ill and injured children.

## Pubmed AKA NCBI, NLM, NIH





#### My Bibliography

Jason Woods's Bibliography 3 3 3

My Bibliography Help linked account ◆ MyNCBI

I Share your bibliography with this URL: https://www.ncbi.nlm.nih.gov/myncbi/jason.woods.2/bibliography/public/ Make bibliography private Search Search citations Manage citations ▼ Filter citations + Add citations 6 citations, Sort by newest to oldest Depinet H, Macias CG, Balamuth F, Lane RD, Luria J, Melendez E, Myers SR, Patel B, Richardson Public Access Compliance T, Zaniletti I, Paul R. Pediatric Septic Shock Collaborative Improves Emergency Department Not defined [Edit Status] Sepsis Care in Children. Pediatrics. 2022 Mar 1;149(3). doi: 10.1542/peds.2020-007369. PubMed PMID: 35229124. + Add Award Woods JM, Scott HF, Mullan PC, Badolato G, Sestokas J, Sarnacki R, Wolff M, Lane R, Dawson E, Public Access Compliance Kaplan R, Zaveri P. Using an eLearning Module to Facilitate Sepsis Knowledge Acquisition Across Not defined [Edit Status] Multiple Institutions and Learner Disciplines. Pediatr Emerg Care. 2021 Dec 1;37(12):e1070e1074. doi: 10.1097/PEC.000000000001902. PubMed PMID: 31464879. + Add Award Woods JM, Chan TM, Roland D, Riddell J, Tagg A, Thoma B. Evaluating the reliability of gestalt **Public Access Compliance** quality ratings of medical education podcasts: A METRIQ study. Perspect Med Educ. 2020 Complete. PMCID: PMC7550476 Oct;9(5):302-306. doi: 10.1007/s40037-020-00589-x. PubMed PMID: 32495235; PubMed Central PMCID: PMC7550476. + Add Award Neubrand TL, Alletag M, Woods J, Mendenhall M, Leonard J, Schmidt SK. Breathing Easier: Public Access Compliance Decreasing Tracheal Intubation-associated Adverse Events in the Pediatric ED and Urgent Care. Complete. PMCID: PMC6946226 Pediatr Qual Saf. 2019 Nov-Dec;4(6):e230. doi: 10.1097/pq9.0000000000000230. eCollection 2019 Nov-Dec. PubMed PMID: 32010856; PubMed Central PMCID: PMC6946226. + Add Award Woods JM, Scott HF, Zaveri PP. Creating Consensus Educational Goals for Pediatric Sepsis via Public Access Compliance Multicenter Modified Delphi. AEM Educ Train. 2018 Oct;2(4):254-258. doi: 10.1002/aet2.10123. Complete. PMCID: PMC6194036 eCollection 2018 Oct. PubMed PMID: 30386834; PubMed Central PMCID: PMC6194036. + Add Award Scott HF, Deakyne SJ, Woods JM, Bajaj L. The prevalence and diagnostic utility of systemic Public Access Compliance inflammatory response syndrome vital signs in a pediatric emergency department. Acad Emerg Not defined [Edit Status] Med. 2015 Apr;22(4):381-9. doi: 10.1111/acem.12610. Epub 2015 Mar 16. PubMed PMID: 25778743. + Add Award

## Biosketch

OMB No. 0925-0001 and 0925-0002 (Rev. 10/2021 Approved Through 01/31/2026)

#### **BIOGRAPHICAL SKETCH**

Provide the following information for the Senior/key personnel and other significant contributors. Follow this format for each person. DO NOT EXCEED FIVE PAGES.

NAME: Woods, Jason				
eRA COMMONS USER NAME (credential, e.g., agency login): JM.WOODS				
POSITION TITLE: Associate Professor, Pediatr	rics-Emergency	Medicine		
EDUCATION/TRAINING (Begin with baccalaure	eate or other init	tial professior	nal education, such as nursing,	
include postdoctoral training and residency training if applicable. Add/delete rows as necessary.)				
INSTITUTION AND LOCATION DEGREE END DATE FIELD OF STUDY				
	(if applicable)	MM/YYYY		
University of Pittsburgh, Pittsburgh, PA	BS	05/2005	Bioengineering	
University of Virginia, Charlottesville, VA	MD	2010		
University of Colorado School of Medicine	Resident	2013	Pediatrics	
Children's National Medical Center	Fellow	2016	Pediatric Emergency Medicine	

#### A. Personal Statement

My career focus has been to educate the medical community regarding pediatric emergency care and relevant novel discoveries through technologically-based Free Open-Access Medical Education, particularly podcasts, social media, and web content. My dissemination efforts have targeted a variety of learners, including the full array of front-line providers of emergency care. From 2020-2023, I was an inaugural Co-Chair of the PECARN Dissemination Workgroup, helping define the group's vision and mission and establish processes which embed dissemination into all research output. In this role, I directly achieved the following: created a partnership with PedsRAP (a well-known pediatrics education product), with 13 podcasts created from PECARN/Emergency Medical Services for Children (EMSC)-relevant evidence; created a PECARN twitter handle, now with >2000 followers and content production 3x/week; created a YouTube channel as a repository for PECARN video content; and established relationships with education organizations and professional groups to access additional audiences including Don't Forget the Bubbles, Academic Life in Emergency Medicine, and JournalFeed. I also led the creation of both guidance for dissemination sections of PECARN grants, as well as multiple resources for others to use in the creation of their own multimedia work, increasing the overall capacity of PECARN in the dissemination realm. In 2023, I was again funded as the PEM-NEWS nodal Dissemination Core Lead.

Outside of my specific work in PECARN, I am known as an expert in the use of podcasts to disseminate medical education. I have created >150 podcast episodes with a wide range of target audiences across the medical practitioner spectrum. I was a featured plenary presenter at the 2021 American Academy of Pediatrics Annual Conference and Exhibition on the use of podcasts, blogs, and digital learning in the advancement of professional careers. Finally, I have authored and co-authored peer-reviewed journal publications in this area. My established, national leadership of dissemination activities, including in PECARN, make me uniquely suited to serve as the dissemination lead for this grant

#### **B. Positions, Scientific Appointments and Honors**

#### **Positions and Scientific Appointments**

<u>i Ositionis a</u>	
2023 -	Associate Professor, Pediatrics-Emergency Medicine, University of Colorado School of Medicine
2020 - 2023	Co-Chair, Dissemination Working Group, PECARN
2019 -	Dissemination Core Lead, PEM-NEWS node, PECARN
2016 -	Pediatric Emergency Medicine Attending Physician, Children's Hospital Colorado
2016 - 2023	Assistant Professor, Pediatrics-Emergency Medicine, University of Colorado School of Medicine



#### Jason M Woods

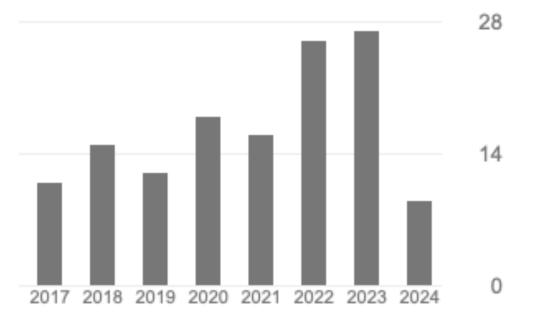
FOLLOW

University of Colorado, Children's Hospital Colorado Verified email at cuanschutz.edu - <u>Homepage</u> Medical Education Pediatric Emergency Medic...

## Google Scholar Profile

TITLE	CITED BY	YEAR
The prevalence and diagnostic utility of systemic inflammatory response syndrome vital signs in a pediatric emergency department HF Scott, SJ Deakyne, JM Woods, L Bajaj Academic Emergency Medicine 22 (4), 381-389	118	2015
What are the real-world podcast-listening habits of medical professionals?  D Roland, B Thoma, A Tagg, J Woods, TM Chan, J Riddell, AJ Tagg  Cureus 13 (7)	15	2021
Using an eLearning Module to Facilitate Sepsis Knowledge Acquisition Across Multiple Institutions and Learner Disciplines JM Woods, HF Scott, PC Mullan, G Badolato, J Sestokas, R Sarnacki, Pediatric Emergency Care	10	2019
Evaluating the reliability of gestalt quality ratings of medical education podcasts: A METRIQ study.  JM Woods, TM Chan, D Roland, J Riddell, A Tagg, B Thoma Perspectives on Medical Education	4	2020
Creating consensus educational goals for pediatric sepsis via multicenter modified delphi JM Woods, HF Scott, PP Zaveri AEM Education and Training 2 (4), 254-258	2	2018

Cited by		VIEW ALL
	All	Since 2019
Citations	149	108
h-index	4	4
i10-index	3	3



Public access	VIEW ALL
0 articles	1 article
not available	available

Based on funding mandates

Articles 1–5

✓ SHOW MORE

**Documents** 

Verified peer reviews

Peer Review

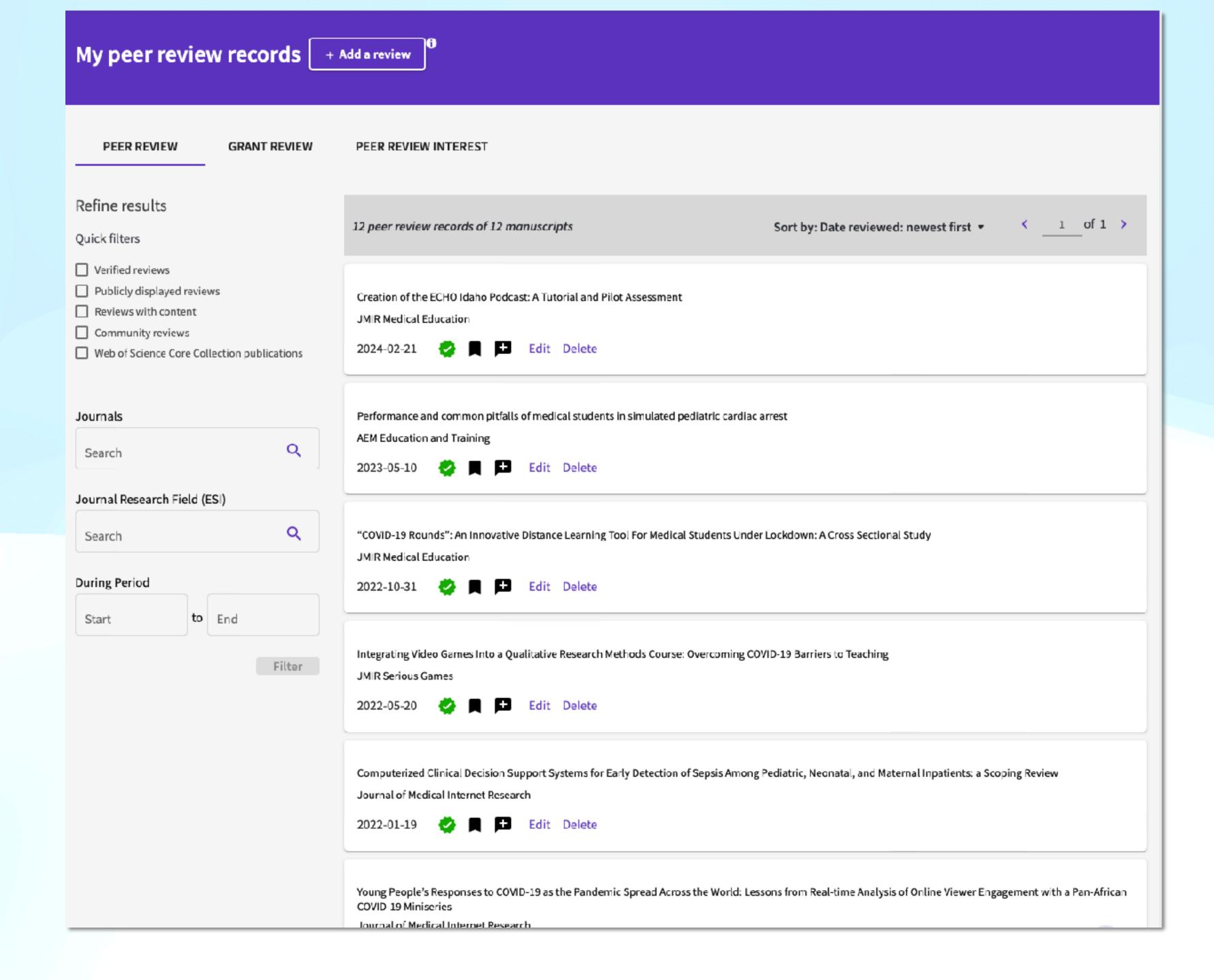
#### ■ Manage

National

## Pub Now ( Scien

- **AEM Education and Training**
- Journal of Medical Internet Research
- **JMIR Medical Education**
- **JMIR Serious Games**
- Journal of Graduate Medical Education
- **Pediatric Quality and Safety**

nage



# LinkedIn Gotta talk about it

- Potentially more important in private practice than university jobs
- Tons of fields use it for connection
- Have taken over lynda.com as well as Slideshare

# Why do citation managers exist if we have a CV?

# Activity 2 - Google Scholar Profile

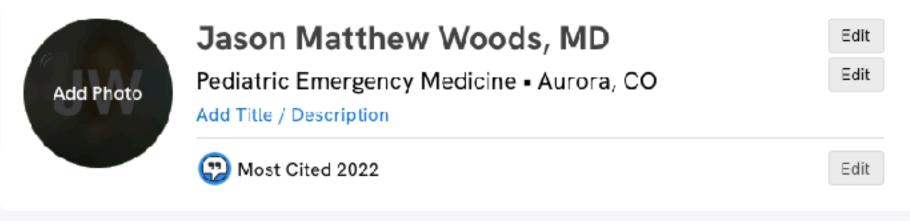
## Activity 2: Google Scholar Profile

- Scan the QR code
- Create your profile if you don't have one
- Update if you already have one



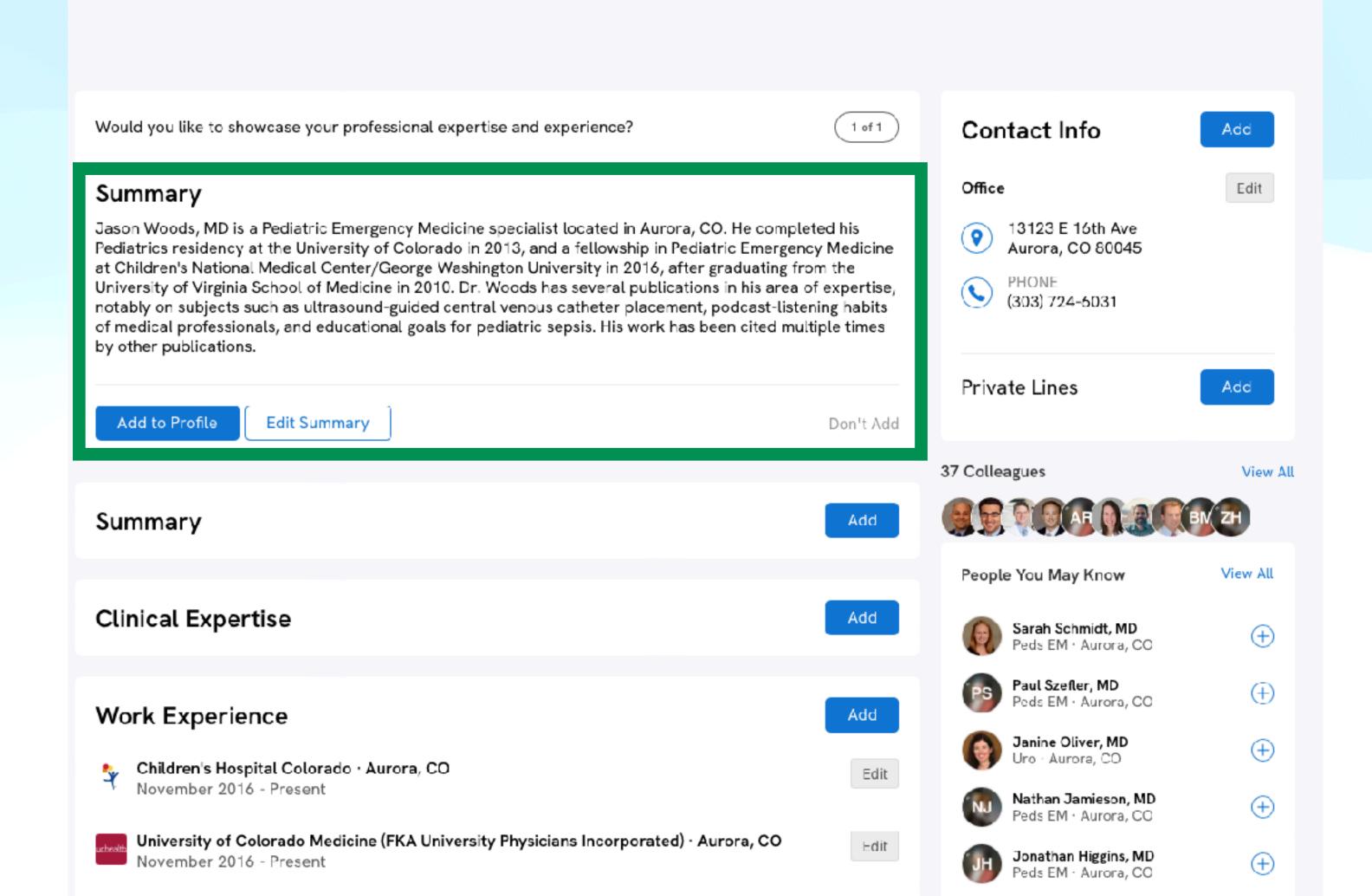
# Doximity

- Created for you AUTOMATICALLY
- Venture capital supported
- "Networking"
- National salary summaries
- Private dialer
- DocDefender
- Al writing assistant



Done Editing Print Résumé Reorder Sections

# Doximity



Would you like to showcase your professional expertise and experience?

1 of 1

#### Summary

Jason Woods, MD is a Pediatric Emergency Medicine specialist located in Aurora, CO. He completed his Pediatrics residency at the University of Colorado in 2013, and a fellowship in Pediatric Emergency Medicine at Children's National Medical Center/George Washington University in 2016, after graduating from the University of Virginia School of Medicine in 2010. Dr. Woods has several publications in his area of expertise, notably on subjects such as ultrasound-guided central venous catheter placement, podcast-listening habits of medical professionals, and educational goals for pediatric sepsis. His work has been cited multiple times by other publications.

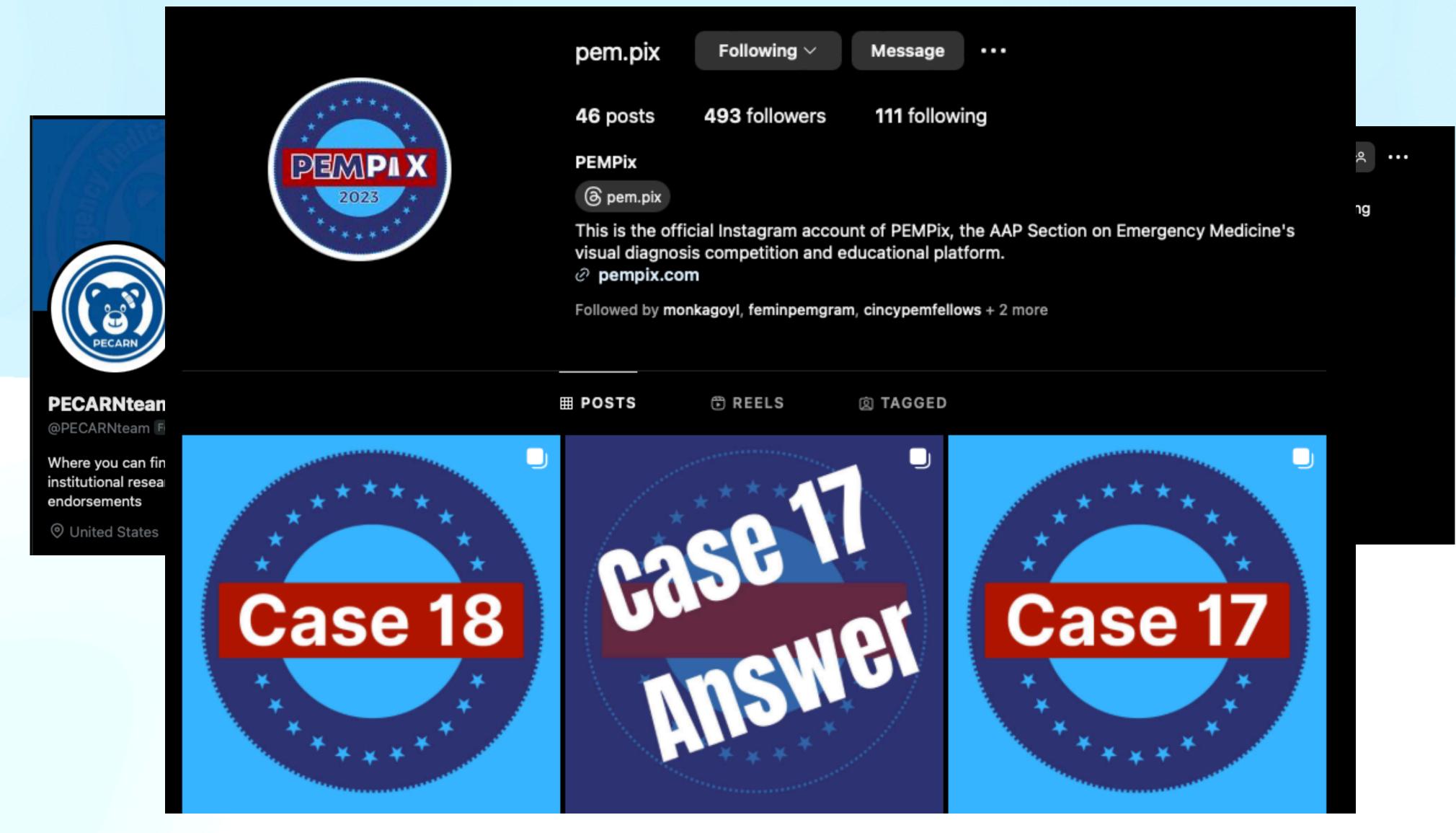
Add to Profile

Edit Summary

Don't Add

# Bucket 3: Social Media and Online Presence

# Social Media - good?



# Social Media - bad?

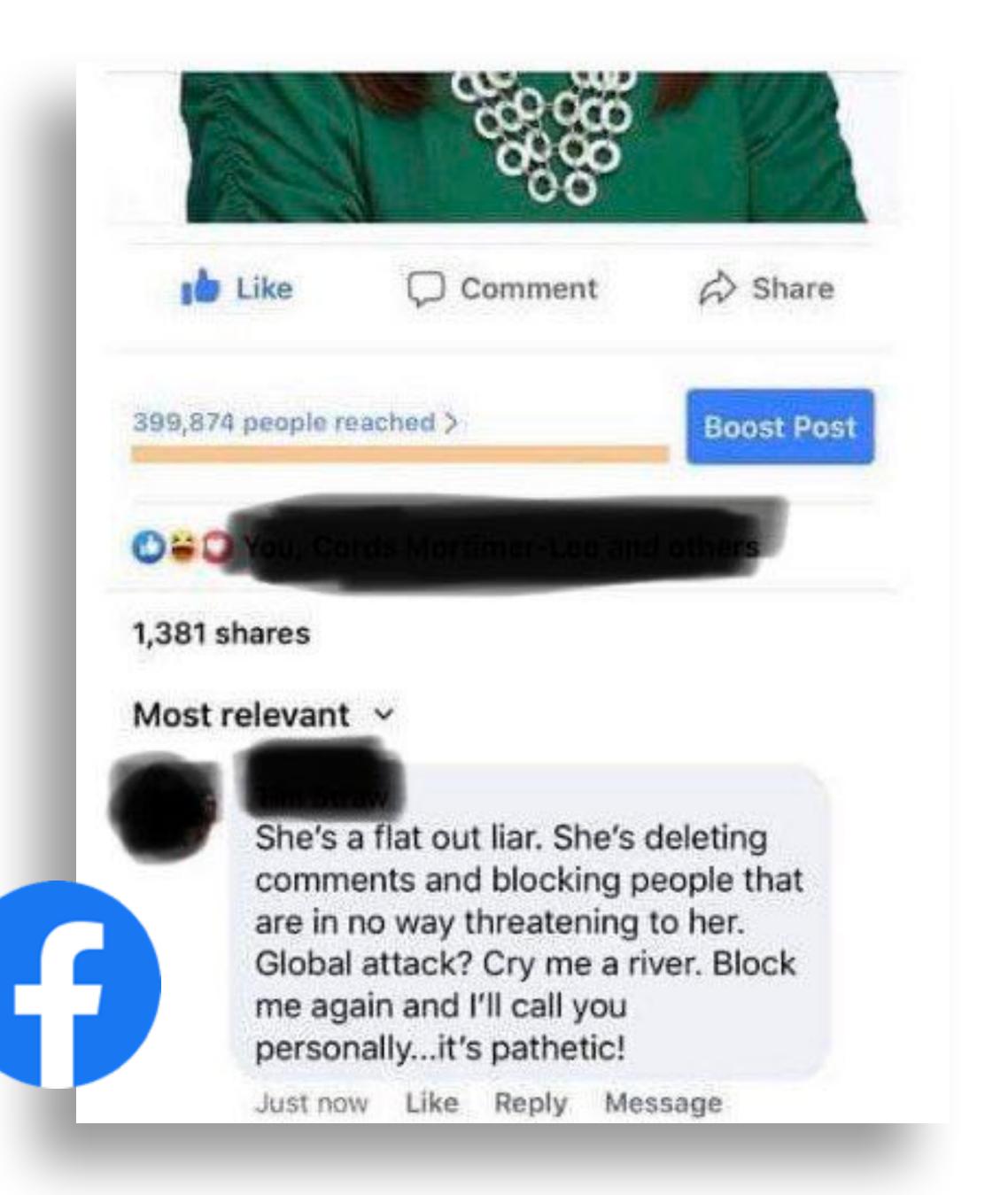
A story in multiple parts





Dr. Nicole Baldwin for every child you murder or injure with your lying 'vaccines are safe' BS, May you be locked up forever. Children die every minute from these so called 'safe' vaccines. I hope someone takes you and injects you with every single one you inject children with, all at the same time, like you do to children.

e · Unhide · Message · 19h



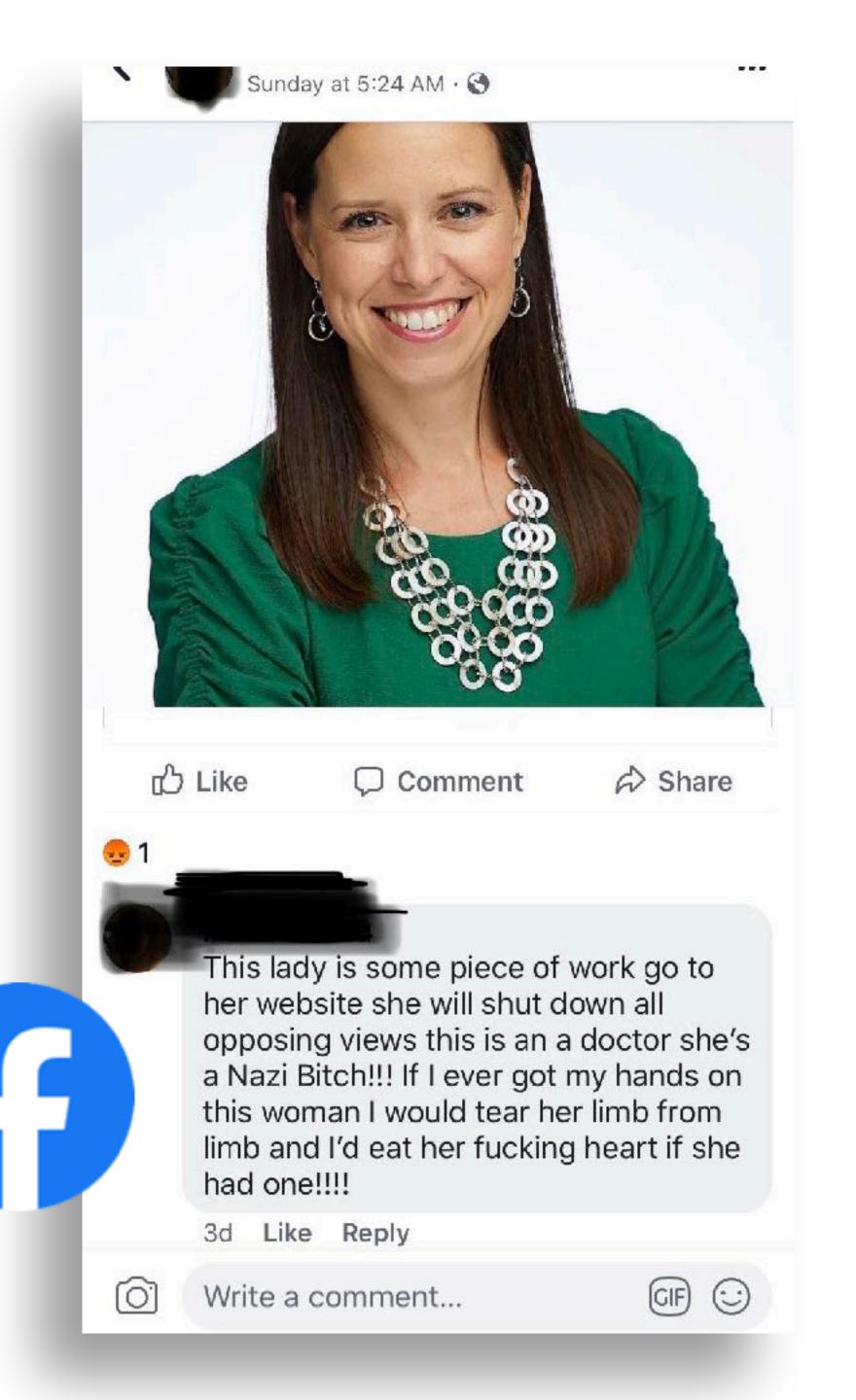


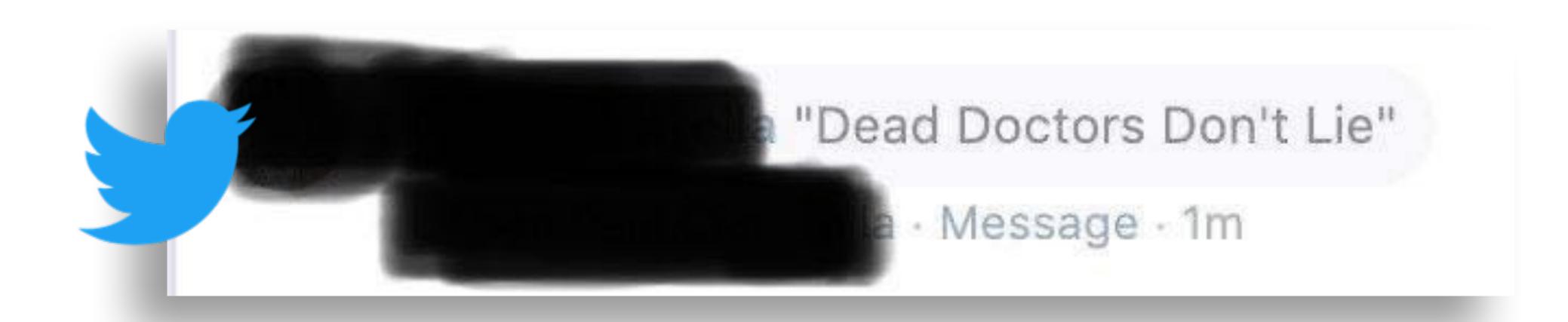
They issue call outs to their friends to spam our pages...

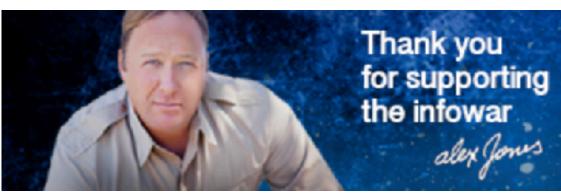


#TeamQanon suggests you go to her Facebook page and light this ignorant puppet of evil up. We the people of the "Free" World do NOT consent to mandatory vaccinations. Depopulation is the goal for those that are watching and listening look into #UnitedNationsAgenda21 and #UnitedNationsAgenda2030.. the UN is the beginning of the one world government be very weary of their missions across the global #EndHumanTraffickingNow #BillGatesFatherOfEugenics #BoycottBillAndMelindaGatesFoundation #DepopulationEnthusiast #EuthanasiaThro... See More

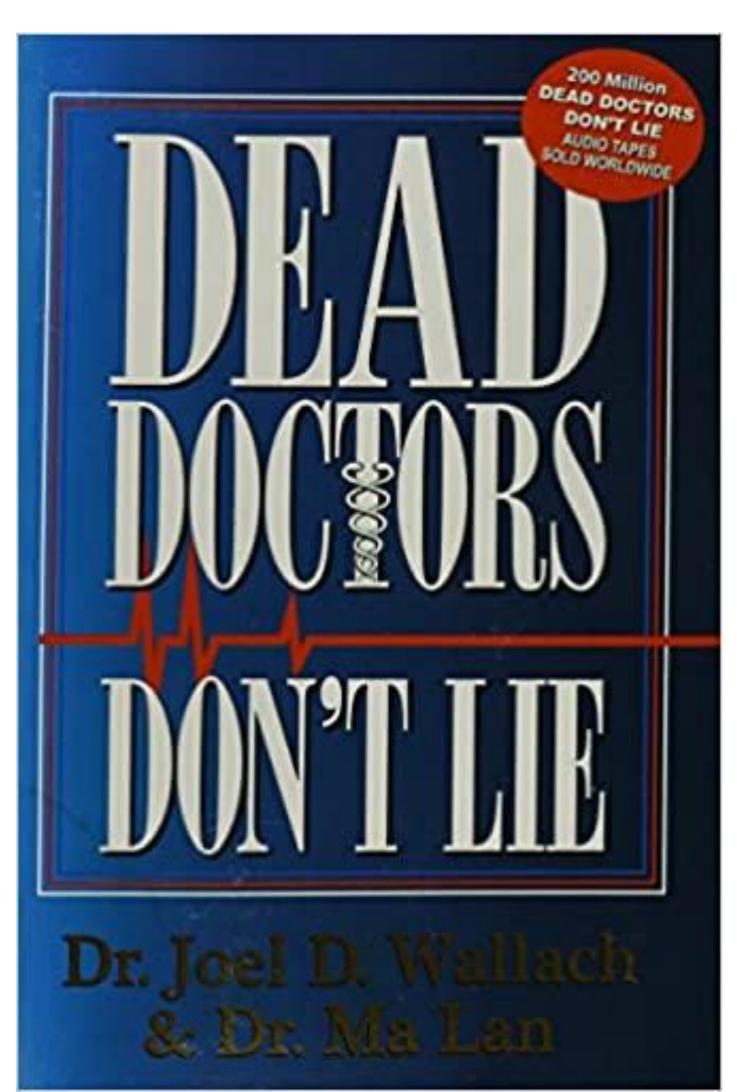












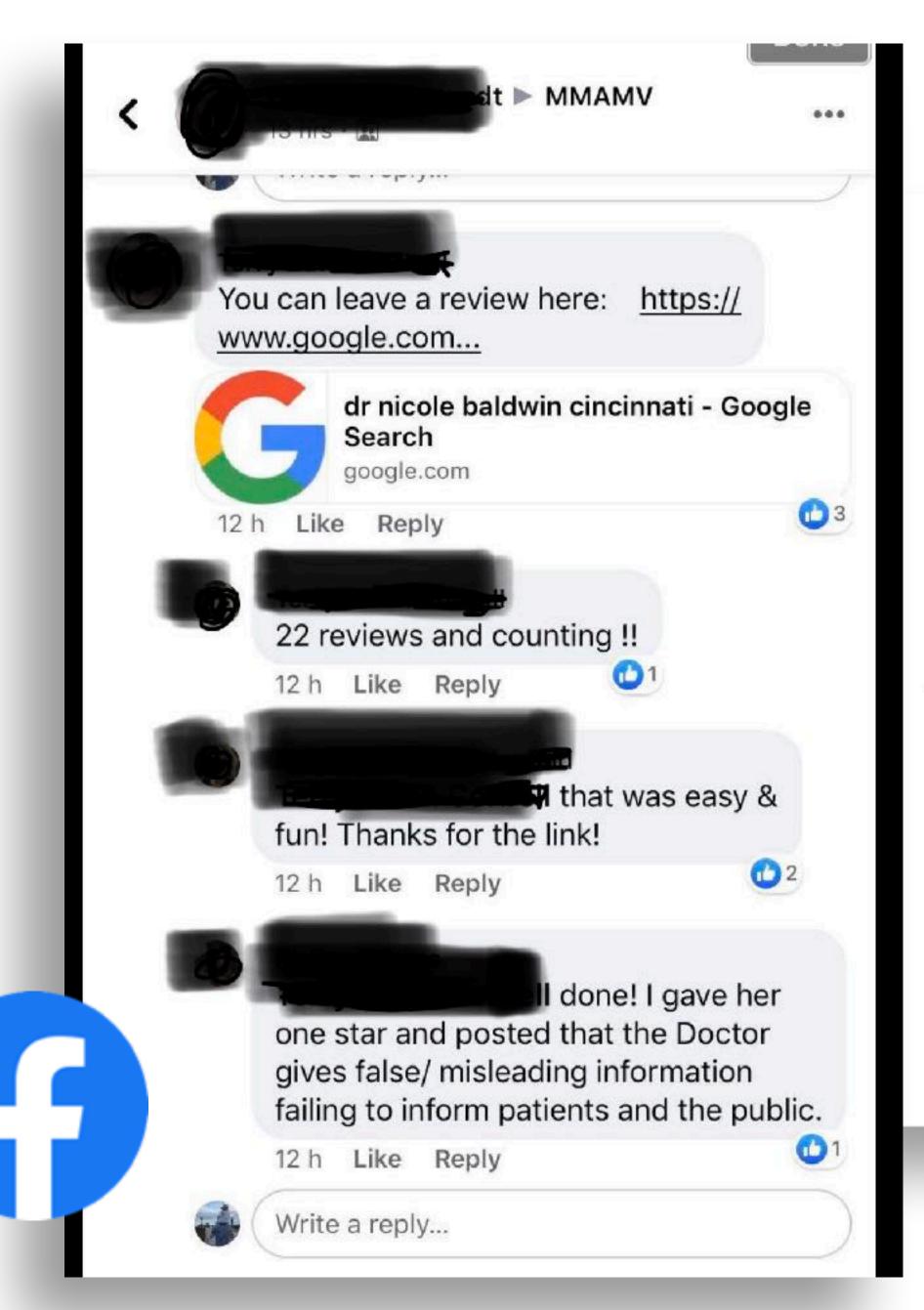
Your Price: \$21.95

Availability: In Stock

Quantity

1

**BUY NOW** 



January 15, 2020

#### CareDash User 1



1 Review

Cincinnati, OH



#### Avoid this dr. at all costs

This woman is completely incompetent and was abusive to my daughter. I'm still in shock about it. I will be filing a complaint against her to the medical board. I don't know what to say other than please avoid this doctor. If you can even call her that.



Objective: To take on the anti-family, anti-choice, pro-pharma agenda of the American Academy of Pediatrics on Twitter on March 5th and trend #DoctorsSpeakUp to get our messaging out and noticed.

Why: The AAP supports the repeal of religious exemptions to vaccines across the nation, supports the restricting of medical exemptions and they are gaining ground. The AAP supports minors obtaining HPV vaccines/Truvada without the consent or knowledge of parents. The AAP supports Gardasil. The AAP supports the influenza vaccine for school attendance. The AAP pushes the Pharma agenda and they have the power and money to advance their goals.

March 5th, the AAP will be tweeting their messages all day long under #DoctorsSpeakUp.

We need to fight back. We need to include #DoctorsSpeakUp in EVERY tweet so we hijack their hashtag. So all who read THEIR tweets, read OURS. And we need to include the local AAP State Chapters and the National Chapter @AmerAcadPeds

The below is the link to ALL the chapters of the AAP- find yours are Tweet them- ALL DAY!

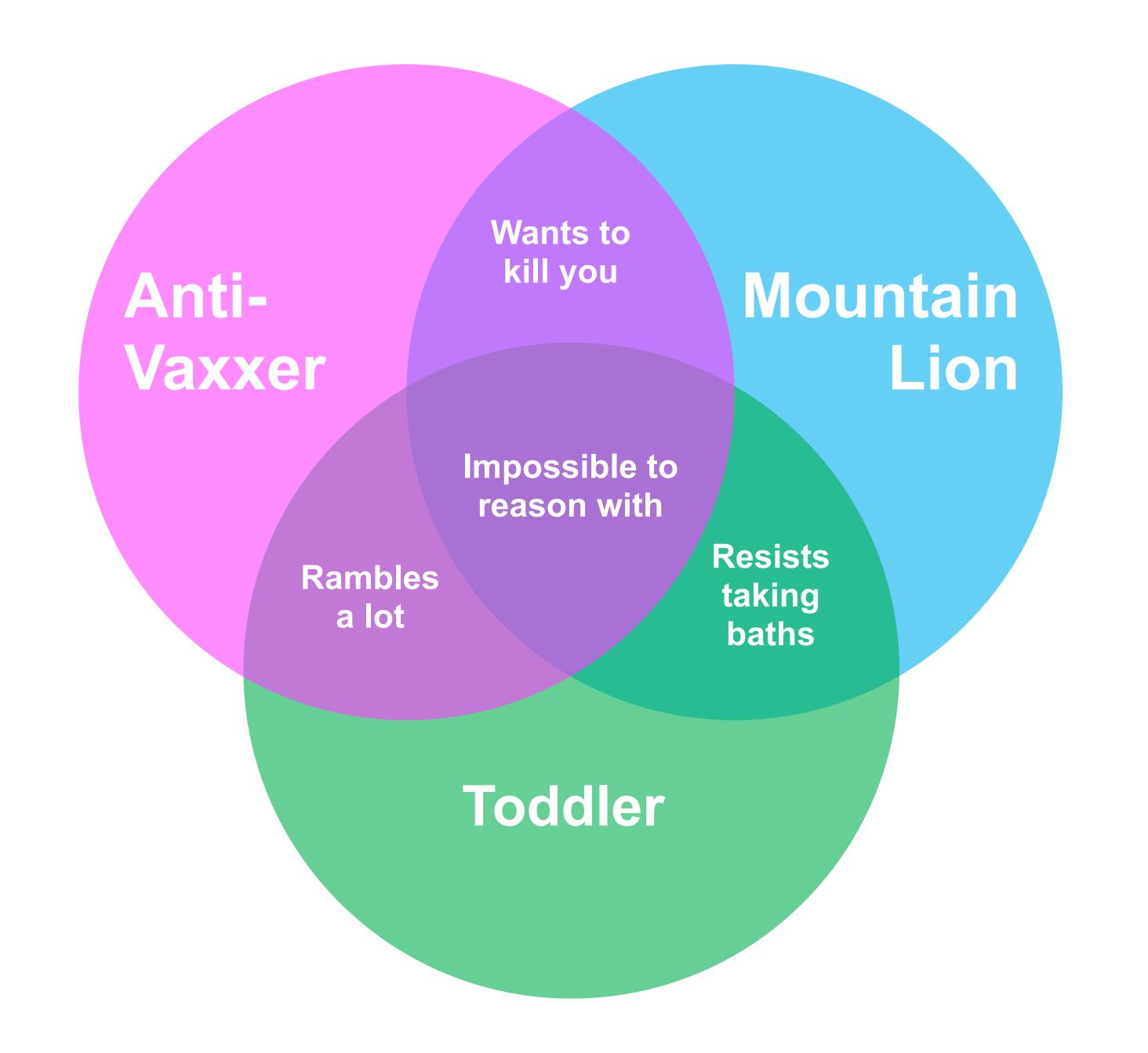
https://www.aap.org/en-us/about-the-aap/chapters-and-districts/Pages/chapters-and-districts.aspx

Do NOT start a tweet with @ or the @recipient will be the ONLY one who sees it.

Tweet/RT these all day long:

1 When will #DoctorsSpeakUp that #vaccines harm and kill children?
2 When will #DoctorsSpeakUp that the Hepatitis-B #vaccine for newborns is unnecessary and harmful?
3 When will #DoctorsSpeakUp that #vaccines are not #safeandeffective for all?
4 Why won't #DoctorsSpeakUp that #vaccines #harm many of their patients?
5 When will #DoctorsSpeakUp that only 1% of #vaccineinjury incidents get reported, according to a Yale study?
6 When will #DoctorsSpeakUp that the #vaccineinjured cannot sue a #vaccinemaker for faulty #vaccines? That #VaccineCourt is a travesty of justice?

PARENTS AGAINST MANDATORY VACCINES

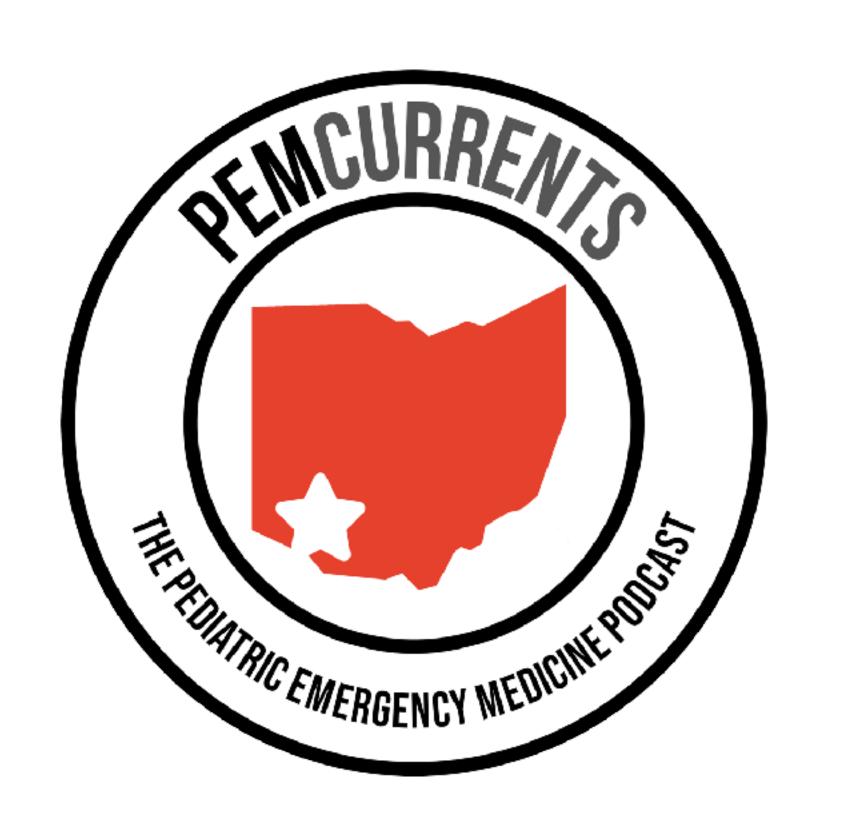


# Some words on branding...





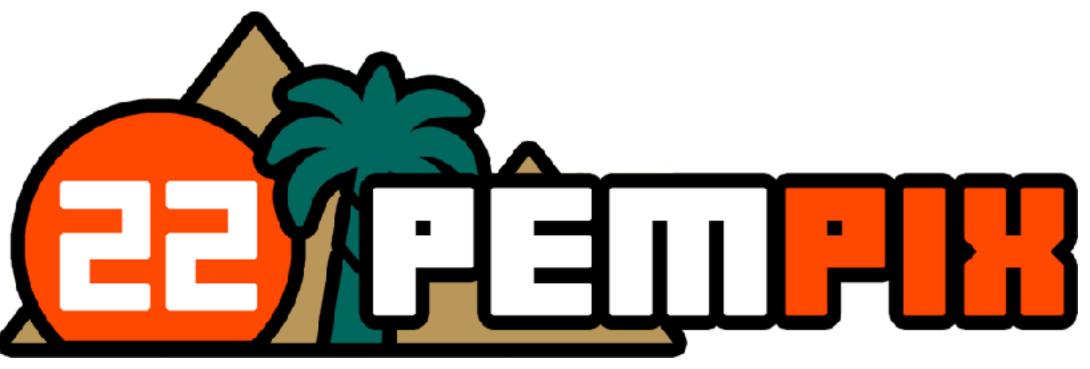
2012 2024



# Educator Portfolio BradSobolewski.com







PEM FELLOWS CONFERENCE CLEVELAND, OH

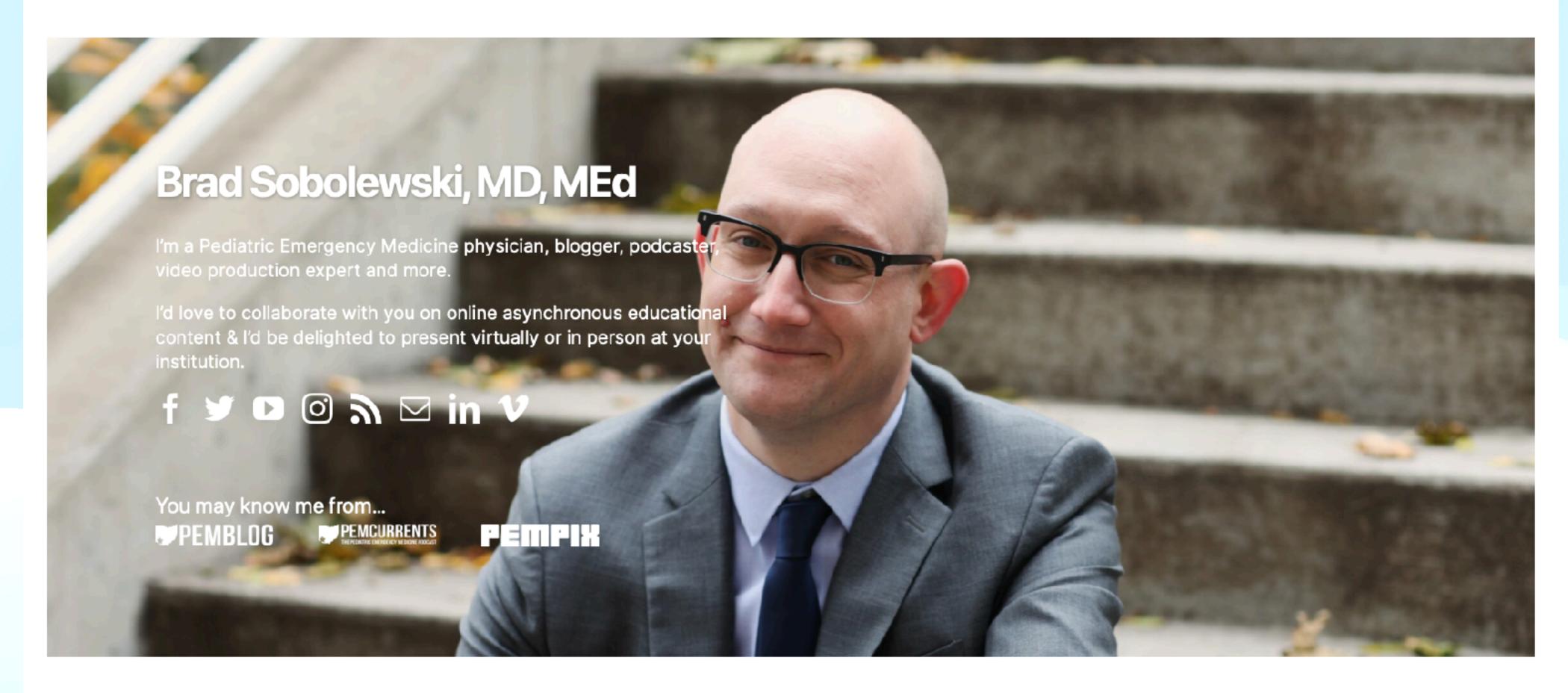


## Personal Websites

Bespoke websites







#### **Mission Statement & Goals**

I am one of the forerunners of digital scholarship and online asynchronous education and knowledge dissemination in Pediatric Emergency Medicine. My goals are to advance the practice and science of knowledge dissemination in my field, and to share what I have learned with my colleagues who provide care for ill and injured children.



With Jason Woods

Episodes (

s Contact



## A Podcast Discussing Little Patients but Big Medicine

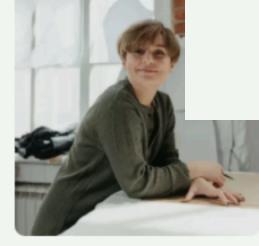
Host Jason Woods MD periodically posts discussed with a variety of experts in the field discussing direct patient care, policy, safety, and practical advice for those interacting with pediatric patients.

#### Recent Episodes

View All Episodes →



**Recent Episc** 



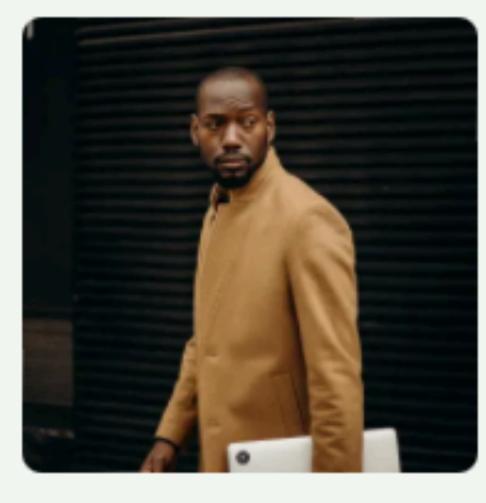
Lacus sollici tudin pellentesque elit scele risque nec

Elisa Miles - Author



Lacus sollici tudin pellentesque elit scele risque nec

Elisa Miles - Author



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James Fox - Founder



Est auctor tincid posuere congue amet tincidunt sollici tudin

Irene Foxx - Director



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James Fox - Founder

Irene Foxx - Director

# Little Big Med website is under maintenance

We are doing some maintenance on our website to improve your experience.

## Personal Websites

- Bespoke websites
- Landing pages
  - Linktree free (upgraded paid features)
  - Milkshake app based only (iPhone and android)
  - Canva free (paid upgraded features)
  - Unbounce paid



#### **MY LINKS**

Little Big Med podcast >

Educator Portfolio and CV >













#### Brandi Carlile 🔮



#### Brandi Carlile | Official Website



Text me: +1 (206) 339-5944



Brandi Carlile | Merch

#### Brandi Carlile & Colorado Symphony

FRIDAY, SEPTEMBER 6

SATURDAY, SEPTEMBER 7

#### Trio Shows

MARCH 21 & 22 | WASHINGTON, D.C.

JUNE 29 | CANANDAIGUA, NY

JUNE 30 | LENOX, MA

# Activity 3: Landing page

# Activity 3: Landing Page Pick one and create

- Linktree linktr.ee
- Unbounce www.unbounce.com (free trial then there's a cost)
- Canva <u>www.canva.com</u>
- Milkshake (app based, on smartphone)





## Biographical

- Institutional profiles should be updated
- Take care with addresses for licensing
- Remember the amount of publicly available information

# Professional Activities

- Keep your CV updated
- Pubmed/NLM can serve bibliography and biosketch
- Keep an educator portfolio
- Publons is helpful for review tracking

### Online Presence

- Social media approach cautiously and with intent
- Landing pages can be useful tool
- Identity protection is important

## Resource List



## Please evaluate this workshop

