



# Collaboration for Outcomes using Social Media in Oncology

## COSMO

The Inaugural Meeting: Crafting Engagement to Enhance Physician Participation

APRIL 8–9, 2021

VIRTUAL CONFERENCE | PROVIDENCE, RHODE ISLAND

### PROGRAM DESCRIPTION

The availability of online information, including through social media, has changed the way patients engage with each other and with their medical teams. The proportion of Americans who look to the internet as the initial source of health information continues to increase, from 61% in 2008 to 73% in 2015. When it comes to cancer-specific information, nearly 40% of US adults looked for cancer information at some point, with more seeking information on the internet rather than from a health care provider. In addition, there is evidence that social media can play a role in disseminating information to patients about clinical research, and in some cases, increasing trial accrual.

The focus of this program will be to examine the use of social media in oncology including the perceived risks, potential benefits, healthcare communication in the digital age, the view from patients and advocates, and the view from oncology leaders involved in clinical trials. To complement the program, we will expand our reach through social media interfaces on Facebook Live, Instagram Live, and Twitter.

### TARGET AUDIENCE

Physicians, nurses, nurse practitioners, psychologists, pharmacists, physician assistants, medical students, residents, and fellows specializing in oncology, radiation oncology, and surgery as well as people with cancer and cancer care advocates.

### LEARNING OBJECTIVE

At the conclusion of this activity, participants should be able to:

- Identify critical barriers to increased online engagement from oncology professionals and other stakeholders
- Identify opportunities for advancing research on social media applications in oncology through mentoring, education, and training of professionals

### COMPETENCIES AREAS

**ABMS:** Professionalism | Interpersonal & communication skills

**IOM:** Provide patient-centered care | Work within interdisciplinary teams | Apply quality improvement | Utilize informatics



## THURSDAY, APRIL 8, 2021

### SESSION I: COSMO OPENING SESSION

Chair: Matthew S. Katz, MD, FASTRO

- 10:00–10:05 AM **Welcome Remarks**  
Deanna J. Attai, MD, FACS
- 10:05–10:20 **Social Media in Oncology**  
Michael A. Thompson, MD, PhD, FASCO
- 10:20–10:50 **Social Media and Its Role in Professional Development**  
*Moderator:* Matthew S. Katz, MD, FASTRO  
Deanna J. Attai, MD, FACS  
Adam P. Dicker, MD, PhD, FASTRO, FASCO  
Michael A. Thompson, MD, PhD, FASCO  
Michael J. Fisch, MD, MPH, FACP, FAAHPM, FASCO
- 10:50–11:00 **Break**

### SESSION II: SOCIAL MEDICAL ENGAGEMENT: ARE YOU ALL IN?

Chair: Lidia Schapira, MD, FASCO

- 11:00–11:15 **Social Media Analytics: Making Sense of New Metrics to Demonstrative Value**  
Audun Utengen, MBA, BSc
- 11:15–11:45 **Engagement, Dissemination, with Social Media**  
*Moderator:* Lidia Schapira, MD, FASCO  
Emil Lou, MD, PhD, FACP  
Merry Jennifer Markham, MD, FACP, FASCO  
Nathan Pennell, MD, PhD, FASCO  
Audun Utengen, MBA, BSc
- 11:45–12:30 PM **Lunch Break**

### SESSION III: SOCIAL MEDIA MISUSE, RESPONSIBLE USE, & NEW USE

Chair: Robert S. Miller, MD, FACP, FASCO, FAMIA

- 12:30–12:50 **Health Misinformation on Social Media: Considerations During the COVID-19 Pandemic**  
Wen-Ying Sylvia Chou, PhD, MPH
- 12:50–1:20 **But, I Saw it on Facebook!**  
*Moderator:* Robert S. Miller, MD  
Wen-Ying Sylvia Chou, PhD, MPH  
Lidia Schapira, MD, FASCO  
Deanna Teoh, MD, MS, FACOG, FACS
- 1:20–1:40 PM **Break**

### SESSION IV: SOCIAL MEDIA IN ONCOLOGY: A MULTISTAKEHOLDER LOOK

Chair: Patricia F. Anderson, MILS

- 1:40–2:20 PM **Patient Engagement in Social Media: When the Doctor is No Longer the Expert**  
*Moderator:* Patricia F. Anderson, MILS  
Tamika Felder  
Janet Freeman-Daily, MS, Eng  
John Novack, MS  
Dorinda (Dee) Sparacio, MS

## FRIDAY, APRIL 9, 2021

### SESSION V: EQUITY, DIVERSITY, AND CANCER

Chair: Heather M. Hylton, MS, PA-C, FASCO

- 10:00–10:30 AM **Equity, Diversity, & the Cancer Experience**  
Christina Hunter Chapman, MD, MS  
Narjust Duma, MD  
Maimah Karmo  
Alicia C. Staley, MBA, MS IS
- 10:30–10:45 **Count Me In: Social Media in Clinical Study Accrual**  
Corrie Painter, PhD
- 11:00–11:15 **Break**

### SESSION VI: MOVING FORWARD: PERSPECTIVES AND BALANCE IN THE ELECTRONIC AGE

Chair: David L. Graham, MD, FACP, FASCO

- 11:15–11:30 **Healthcare Hashtags: Evolving Use in Oncology**  
Matthew S. Katz, MD, FASTRO
- 11:30–12:00 PM **All Hands on Deck: How I Use Social Media**  
*Moderator:* David L. Graham, MD  
Emily Drake, BsCH, MA, PhD (c)  
Matthew S. Katz, MD, FASTRO  
Mark A. Lewis, MD
- 12:00–12:20 **Social Media & the Art of Medicine**  
Mark A. Lewis, MD
- 12:20–12:25 PM **Wrap Up**  
Don S. Dizon, MD, FACP, FASCO

## GUEST SPEAKERS AND PLANNING GROUP\*

### **Patricia F. Anderson, MILS\***

Emerging Technologies Informationist  
Taubman Health Sciences Library  
University of Michigan | Ann Arbor, MI

### **Deanna J. Attai, MD, FACS\***

Associate Clinical Professor of Surgery  
David Geffen School of Medicine at the  
University of California Los Angeles | Los Angeles, CA  
Editor, Social Media Section | Annals of Surgical Oncology  
Social Media Editor | JCO Oncology Practice  
Member, ASCO Social Media Working Group

### **Christina Hunter Chapman, MD, MS**

Adjunct Professor  
University of Michigan Department of Radiation Oncology  
University Hospital | Ann Arbor, MI

### **Wen-Ying Sylvia Chou, PhD, MPH**

Program Director, Health Communication and Informatics  
Research Branch (HCIRB)  
Behavioral Research Program (BRP)  
National Cancer Institute | Bethesda, MD

### **Adam P. Dicker, MD, PhD, FASTRO, FASCO**

Enterprise Senior Vice President  
Director, Center for Digital Health and Data Science  
Professor & Chair, Radiation Oncology  
Department of Radiation Oncology  
Sidney Kimmel Medical College & Cancer Center  
Thomas Jefferson University | Philadelphia, PA

### **Don S. Dizon, MD, FACP, FASCO\***

Professor of Medicine | Warren Alpert Medical School  
Director, Breast and Pelvic Malignancies Program and  
Hematology-Oncology Outpatient Clinics | Lifespan Cancer Institute  
Director, Medical Oncology & the Oncology Sexual Health Program  
Rhode Island Hospital | Providence, RI

### **Emily Drake, BSch, MA, PhD (c)**

Killam Laureate, PhD in Health Candidate  
Dalhousie University | Halifax, NS, Canada  
Health Promotion Consultant

### **Narjust Duma, MD**

Assistant Professor (CHS)  
Division of Hematology, Medical Oncology and Palliative Care  
University of Wisconsin School of Medicine and Public Health  
WI Institute Medical Research | Madison, WI

### **Tamika Felder**

Women's Health Advocate | Educator | Mobilizer | Author  
Chief Visionary | Cervivor | Upper Marlboro, MD

### **Michael J. Fisch, MD, MPH, FACP, FAAHPM, FASCO\***

Clinical Professor, Department of General Oncology  
Division of Cancer Medicine  
The University of Texas MD Anderson Cancer Center  
Houston, TX  
Medical Director, Medical Oncology Programs and Genetics  
AIM Specialty Health | Chicago, IL

### **Janet Freeman-Daily, MS, Eng**

Stage IV Lung Cancer Survivor & Patient Advocate  
Gray Connections | Seattle, WA

### **David L. Graham, MD, FACP, FASCO**

Medical Director, Western Region  
Levine Cancer Institute | Charlotte, NC  
Chair, Education Council | Social Media Working Group for ASCO

### **Heather M. Hylton, MS, PA-C, FASCO**

Learning Development Lead | K Health | New York, NY

### **Maimah Karmo**

Founder/CEO  
Tigerlily Foundation (Tigerlily) | Stone Ridge, VA

### **Matthew S. Katz, MD, FASTRO\***

The Cancer Center – Radiation Oncology  
Lowell General Hospital | Lowell, MA

### **Mark A. Lewis, MD**

Director, Gastrointestinal Oncology  
Intermountain Healthcare | Murray, UT

### **Emil Lou, MD, PhD, FACP**

Associate Professor of Medicine  
Division of Hematology, Oncology and Transplantation  
University of Minnesota Medical School  
Medical Director, Clinical Trials Office  
Masonic Cancer Center | Minneapolis, MN

### **Merry Jennifer Markham, MD, FACP, FASCO\***

Interim Chief & Professor  
Division of Hematology & Oncology  
University of Florida College of Medicine  
Associate Director for Medical Affairs  
UF Health Cancer Center | Gainesville, FL

### **Robert S. Miller, MD, FACP, FASCO, FAMIA**

Medical Director, CancerLinQ®  
American Society of Clinical Oncology | Alexandria, VA

### **John Novack, MS**

Head of Patient Engagement & Senior Director of Communications  
Inspire | Arlington, VA

### **Corrie Painter, PhD**

Associate Director  
Operations & Scientific Outreach in the Cancer Program  
Broad Institute of MIT and Harvard  
Associate Director of Count Me In | Boston, MA

### **Nathan Pennell, MD, PhD, FASCO\***

Associate Professor Medical Oncology  
Cleveland Clinic Lerner College  
Medical Oncology, Taussig Cancer Center  
Cleveland Clinic | Cleveland, OH

### **Lidia Schapira, MD, FASCO\***

Associate Professor of Medicine  
Stanford University School of Medicine  
Director, Cancer Survivorship  
Stanford Comprehensive Cancer Institute | Stanford, CA  
Editor in Chief, Cancer.Net

### **Dorinda (Dee) Sparacio, MS**

Ovarian Cancer Research Advocate  
Co-Founder, #gynccsm Twitter Community  
Author, Women of Teal Blog | Hightstown, NJ

## GUEST SPEAKERS & PLANNING COMMITTEE\* CONTINUED

### **Alicia C. Staley, MBA, MS IS**

Cofounder #BCSM Community | Boston, MA

### **Deanna Teoh, MD, MS, FACOG, FACS**

Assistant Professor | Director of Clinical Trials  
Department of Obstetrics, Gynecology & Women's Health  
University of Minnesota Medical School  
Medical Director of Gynecologic Oncology  
Regions Hospital | Minneapolis, MN

### **Maria Sullivan, BS\***

Director, Office of Continuing Medical Education  
Warren Alpert Medical School of Brown University

### **Michael A. Thompson, MD, PhD, FASCO\***

Medical Director, Early Phase Cancer Research Program  
Co-Director, Oncology Precision Medicine Program  
Advocate Aurora Health | Milwaukee, WI

### **Audun Utengen, MBA, BSc**

Co-Founder and Partner | Symplur | Pasadena, CA

## FOUNDING MEMBERS OF COSMO

**Patricia F. Anderson, MILS**

**Deanna J. Attai, MD, FACS**

**Don S. Dizon, MD, FACP, FASCO**

**Michael J. Fisch, MD, MPH, FACP, FAAHPM, FASCO**

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## REGISTRATION INFORMATION

Register online at:

<https://cme-learning.brown.edu/COSMO-21>

There is no price to participate, however pre-registration is required.



Please notify the Brown CME Office in writing at least two weeks prior to the conference to request reasonable accommodations.

## FUNDING FOR THIS CONFERENCE WAS MADE POSSIBLE IN PART BY:

**Brown University | Division of Hematology/Oncology**

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## CME ACCREDITATION

The Warren Alpert Medical School of Brown University is accredited by the ACCME to provide continuing medical education for physicians.

## CREDIT DESIGNATION

**Physicians:** The Warren Alpert Medical School of Brown University designates this live activity for a maximum of 5.0 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity. Thursday, April 8th: 3.0 hours | Friday, April 9th: 2.0 hours

**Nurses:** This activity has been submitted to the Northeast Multi-State Division for approval to award contact hours. The Northeast Multi-State Division is accredited as an approver of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation. Maine, New Hampshire, New York, Vermont Nurses Associations are members of the Northeast Multi-State Division of the American Nurses Association.

**Other Healthcare Providers:** Participants will receive a Certificate of Attendance stating this program is designated for 5.0 hours AMA PRA Category 1 Credits™. Many other disciplines accept AMA PRA Category 1 Credits™ towards re-licensure or re-certification. Check with your state licensing board to verify.

## FOR MORE INFORMATION

Contact Brown Continuing Medical Education  
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