

COSMO

MEETING 2024

COLLABORATION FOR OUTCOMES USING SOCIAL MEDIA IN ONCOLOGY

September 18 & 19, 2024
Providence Downtown Marriott | Providence, RI

MORE AND MORE PEOPLE STRUGGLE FINDING ONLINE HEALTH INFORMATION, ESPECIALLY PATIENTS WITH CANCER. WHILE IT CAN IMPROVE HEALTH OUTCOMES, PATIENTS FIND IT HARD TO TELL RELIABLE INFO FROM UNRELIABLE. HEALTHCARE PROS ARE ESSENTIAL IN FIGHTING CANCER MISINFORMATION ONLINE.

2024 COSMO CONFERENCE HIGHLIGHTS

- USING SOCIAL MEDIA FOR RESEARCH
- CREATE MEANINGFUL ENGAGEMENT WITH ADVOCATES, PHYSICIANS AND REPUTABLE SOURCES OF INFORMATION
- EXPLORING THE ROLE OF THE DIGITAL OPINION LEADER
- INDUSTRY RELATIONS, PARTNERSHIP AND TRANSPARENCY
- PHYSICIANS, PATIENT ADVOCATES, PLATFORM PROVIDERS, HEALTH INFORMATION PROVIDERS

THE TARGET AUDIENCE FOR THE COSMO MEETING ENCOMPASSES A DIVERSE AND MULTIDISCIPLINARY GROUP DEDICATED TO ADVANCING ONCOLOGY CARE THROUGH SOCIAL MEDIA ENGAGEMENT. THIS INCLUDES ONCOLOGY PHYSICIANS, WHO BRING CLINICAL EXPERTISE; TRAINEES, WHO REPRESENT THE FUTURE OF ONCOLOGY; AND ADVANCED PRACTICE PROVIDERS & NURSES, WHO PLAY A CRUCIAL ROLE IN PATIENT CARE. PATIENT ADVOCATES ARE ESSENTIAL FOR THEIR INSIGHTS INTO PATIENT NEEDS AND EXPERIENCES, WHILE HEALTHCARE COMMUNICATION EXPERTS CAN OFFER STRATEGIES TO EFFECTIVELY DISSEMINATE ACCURATE INFORMATION. FINALLY, INDUSTRY PARTNERS CONTRIBUTE BY FOSTERING INNOVATION AND SUPPORTING RESEARCH INITIATIVES. TOGETHER, THESE STAKEHOLDERS AIM TO ENHANCE ONCOLOGY COMMUNICATION, COMBAT MISINFORMATION, AND IMPROVE PATIENT OUTCOMES THROUGH COLLABORATIVE EFFORTS.



BROWN
Alpert Medical School

AGENDA

Wednesday September 18, 2024

- 4:00 - 4:05 pm Welcome
Eleonora Teplinsky, MD and Martina Murphy, MD
- 4:10 - 4:30 Using Social Media to Support Diversity, Equity & Inclusion (DEI) in Oncology
Narjust Florez, MD, FASCO
- 4:30 - 5:30 Breakout Sessions
- A | Medical Communication (Education, Peer to Peer Engagement,
 Preferred Social Media Platforms)
 Moderator: Martina Murphy, MD
- B | Community Building & Stakeholder Engagement
 Moderator: Roberta Lombardi
- 5:35 - 6:00 Group Discussion
Co-Chairs: Eleonora Teplinsky, MD and Martina Murphy, MD
- 6:00 - 7:00 Welcome Reception

Thursday , September 19, 2024

- 7:00 - 8:00 am Breakfast and Registration
- 8:00 - 8:15 Welcome and Introductory Remarks
Conference Co-Chairs: Eleonora Teplinsky, MD and Martina Murphy, MD
- 8:15 - 9:00 Roundtable One
Engaging with Patient Communities on Social Media &
Reaching a Broader Audience
Moderator: Amy Comander, MD
Panelists: Darcy Burbage, DNP, RN, AOCN, CBCN | Anne Marie Mercurio |
Maimah Karmo
- 9:05 - 9:25 COSMO and Community
Don Dizon, MD, FACP, FASCO
- 9:30 - 10:25 Roundtable Two
Social Media as a Venue for Networking and Professional
Support in Oncology - How I Find My Tribe on Social Media
Moderator: Krishna Soujanya Gunturu, MD
Panelists: Maryam Lustberg, MD, MPH | Maura (Molly) Barry, MD |
Emily Drake, BSCh, MA
- 10:25 - 10:50 BREAK

AGENDA

Thursday Continued

General Session 2

Social Media Clinical Research

This session will focus on NIH and other supported research in social media and oncology.

Moderator: Wen-Ying Sylvia Chou, PhD, MPH

- 10:55 - 11:20 Women in Medicine
Shikha Jain, MD, FACP
- 11:25 - 11:50 Cancer Misinformation On Social Media And Its Correction
Stacy Loeb, MD, MSc, PhD (hon)
- 11:55 - 12:40 Roundtable Three
Funding Social Media-Based Research:
Tips and Challenges | Moderator: Wen-Ying Sylvia Chou, PhD, MPH
Panelists: Jeremy Warner, MD, MS, FAMIA, FASCO
Stacy Loeb, MD, MSc, PhD Shikha Jain, MD FACP
- 12:40 - 1:30 pm LUNCH

General Session 3

Objectives and Goals for the Individual's Professional Use of Social Media in Oncology:

The (r)evolution of the Digital Opinion Leader This session will focus on participants' social media goals, including how to get more involved in social media-based research in oncology, how to grow on social media, and digital opinion social media.

We will highlight how social media can serve the individual whether through advocacy, networking, building a private practice.

- 1:30 - 2:00 Keynote Presenter: Jeremy L. Warner, MD, MS, FAMIA, FASCO
Cancer and Covid-19 Consortium (CCC19)- Collaborative research
in oncology
- 2:05 - 2:50 Roundtable Four
Bidirectionality of Social Media: Efforts and Outcomes
Moderator: Don S. Dizon, MD, FACP, FASCO
Panelists: Jonathan Sommers, BA, BCPA | Steve Alperin
- 2:50 - 3:00 BREAK
- 3:00 - 3:20 The Digital Opinion Leader & Ethics of Engagement: Disclosure,
Partnerships, and Authenticity
Eleonora Teplinsky, MD
- 3:25 - 4:10 Roundtable Five
The Digital Opinion Leader: Defining It and Collaborating Challenges
Moderator: Martina Murphy, MD | Panelists: Stephanie Graff, MD | Nafeez Zawahir, MD |
Julie Carmen, PharmD, BCPS
- 4:15 - 4:30 Conference Summary & Wrap Up

CO-CHAIRS

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CONTINUING EDUCATION

ACCREDITATION

This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of the Warren Alpert Medical School of Brown University and the Collaboration for Outcomes using Social Media in Oncology. 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 8.25 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

FOR MORE INFORMATION CONTACT BROWN CME OFFICE

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