
Professional Social Media as an Advanced Instrument to Connect Between Researchers & Healthcare Professionals. An Innovative Model for a New Scientific Social Network

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Abstract. The aim of this study is to both analyze interactive relationship between the use of professional social media and the healthcare researchers and then point out the need for optimization and further development. Since biomedical databases was introduced to the world of innovation the outcome of research works has significantly improved by making rapid and great impact on all kinds of scientific research fields. Besides, instruments such as internet, search engines and professional social media have brought a great development in creating a rapid connection between the professionals and researchers, all over the world, in the last decades. So it is important to examine how these social networks, especially those professional ones, play a vital role today in this healthcare field through such a rapid development. For instance, PubMed, NCBI, Researchgate, Linkedin, Slideshare or even Youtube, Facebook, Tweeter or Skype has already brought a revolutionary change in the field. The possibility of bridging researchers, either within similar disciplines or between different sectors, using professional social media has provided with the scientific community a rapid development, a jump was never seen in the last decades. However this doesn't mean that it has reached its full potential or there is no room for optimization and further development.

Keywords: Communication, eLearning, Evidence-Based Medicine, Hematology, Social Media, Social Networks Review, Social Work Practice Communication, Communication Barriers, Professional Development, Social Media Platforms Internet, Radiology, Social Networking, Telemedicine, Health Care Ethics, Information Science

Introduction

Today, by using PUBMED (and other peer-reviewed biomedical database), we can find any kind of article or research study. With professional social media we have an instrument to connect researchers in a more rapid and efficient fashion.

However this doesn't mean that it has reached its climax or there is no room for optimization and further development. In order to tailor more specifically the bridges to specific needs and

applications and to make the use of social media more efficient, this mostly free instrument today must undergo through further developments, so scientists and researchers could communicate between themselves in a wider spectrum of applications.

Some of these social machines have added a lot more value to the healthcare and scientific communities than it was expected. For instance, if we compare the conventional research articles in which you merely find the name of the authors and their institution, to these social networks such as LinkedIn, you'll instantly notice that you can go into much more useful details, such as profiles, curriculum vitae, publications and other relevant information about their own specific fields, future trends and prospects, affiliations within the same or sister institutions, expertise, practical experience, scientific interests and the list goes on and on.

In this way, other professionals with similar or even complementary interests and skills can easily share their experience or further team up, join and produce, new projects, businesses, research works, publish papers, articles, with other as co-authors, setup merges, meetings, get in touch or send invitations for conferences and this is an open page with limitless opportunities and potentials. In brief, multidiscipline is the first word that comes to one's mind.

Materials and Methods

Using professional social media, in all sectors, people can find lot of information about not only professionals profiles, curriculum , their orientations, professional interests, expertise and personal information such as contacts, within circle or outside networks, but also professionals with similar or even complementary affiliations or interests can easily connect, join and share their experience and produce also new research works, publish papers, write articles, with others, setup merges, meetings get in touch for conferences and this will be an open page for limitless opportunities and potentials.

Even if LinkedIn, Facebook and similar social media engines are widely and predominantly used, according to the following sources only:

- 31% of health care professionals use social media for professional networking. (source: [MedTechMedia](#))
- 26% of all hospitals in the US participate in social media. (source: [Demi & Cooper Advertising and DC Interactive Group](#))
- 60% of doctors say social media improves the quality of care delivered to patients. (source: [Demi & Cooper Advertising and DC Interactive Group](#))
- 2/3 of doctors are using social media for professional purposes, often preferring an open forum as opposed to a physician-only online community. (source: [EMR Thoughts](#))
- The Mayo Clinic's podcast listeners rose by 76,000 after the clinic started using social media. (source: [Infographics Archive](#))
- 60% of physicians most popular activities on social are following what colleagues are sharing and discussing. (source: [Health Care Communication](#))

Results

Instead of traditional means of communication, today an absolute majority of professionals are using professional social networks as their ICT (information and communications technologies) instruments.

Professional social media is used by all levels of experts, from researchers, physicians, scientists, university professors, journalists, all the way to students, elementary schools, congregation members, etc. We can find even scientific journals' profile and presentations and documents (i.e. Slideshare etc.) useful for example for graduate studies, learning and to share scientific data, files and other information.

In Researchgate, researchers share their profiles, professional interests and CVs, when they post their publications.

In an autonomous way, professional social media offers possibility to be in contact with new professionals according to a number of criteria such as: location, expertise, profession etc. which makes much easier to meet professionals and researchers, all over the globe.

Discussions

PubMed surely is as trusted site as LinkedIn, though there are some non-trusted sites and social media where not very reliable studies are published without going through a peer-review process. Therefore, there is a problem today, to find news or articles related to medical science on internet by non-trusted sites, scientifically those who were not reviewed by a scientific editorial team.

While in PubMed and other biomedical databases, we can rapidly find articles, in social media we can rapidly find both articles and very fine details about the authors and researchers.

Researchers by publically sharing their expertise and experience, can not only network with each other, but also initiate new opportunities in multidisciplinary work, even on a long distance fashion. Nowadays, it is widespread to observe scientists in different sectors can study problems from different disciplines and thus what you have is a multidisciplinary outlook.

Although these social network machines have reduced the time factor, to a light speed, which is certainly relevant to such process, still there is room for, and it is necessary, for such an instrument to engage in further improvements and developments.

Conclusions

Like many other sectors, in order to obtain improvement in health care level, we conclude that these new management and ICT instruments shall be used in much wider windows in today's healthcare science. For example in a single patient treatment, both patients and medical team can use such instruments even at a level of a local hospital setting, to connect all the involved professionals.

Undoubtedly, social media plays a vital role in healthcare. In fact, social media has brought a wide spectrum of efficacy in healthcare.

Even if it sounds a simple conclusion, but we believe it is crucial at the same time. There is a need for having a different scientific social network that adds and builds different features of the social media and biomedical database already in use today into it, so we can have a new and more both efficient and helpful instrument. For example, a scientific social media that facilitates in finding researchers, their research activities but related to patients and the society needs but at the same time excluding the irrelevant literature.

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