

RADIOLOGY VS. SOCIAL MEDIA

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ABSTRACT

Social media was presented to the public in 1997.¹ Since then, the public started to use different social media sites and apps to communicate with each other. The medical community as part of the general society were engaging in the internet world and social media. Social media allowed medical professionals around the world to share their knowledge, cases, experiences, problems, and solutions.

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Introduction

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The issue is when social media misused by the medical community professionals to reach crime committing, patient privacy exposing, copyright breaking, and medical literature joking.

Problems and Solutions

There are four main issues regarding using social media in the radiology field and it can be classified as the following:

- Asking for a radiological diagnosis online
- Posting cases on social media without taking the permission from the patient
- Posting some fake cases as a prank on social media
- Illegal sharing of radiology books and textbooks on social media.

The first issue, is there are many websites allows to share cases online like: ddx share, radiology round, or even on Telegram Messenger or WhatsApp groups without knowing the identity or qualifications of the person who will give the diagnosis. As well, the history or the clinical presentation of the patient may be was misrepresented to the person who will give the diagnosis online which will lead to wrong diagnosis. They use social media instead of using the formal governmental teleradiology programs which are available in many countries. The teleradiology programs are based on sharing the total medical history of the patient by one click to allow a well-known qualified and licensed medical professionals to make the diagnosis.

The second issue, is there are a huge numbers of medical professionals posting any unique cases that they saw in their hospital on a daily basis on LinkedIn or Twitter or Facebook accounts. It can Jeopardize the patient privacy especially if they left the patient name, age, gender, or the name of the hospital in the picture. As medical professional, you need to take a consent from the patient which will prevent any legal implications.

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The third issue, is the fake cases from a well-known website in the radiology field named Radiopaedia because the website administration decided to post a fake case every April as Radiopaedia's "April Fool's".³ The issue is many people still sharing those cases as medical literature. According to Radiopaedia the "Tin Man syndrome" was seen 1.5 million times on Facebook and the "Cactus disease" was seen 5 million times on Facebook.³ Is the medical literature something we should joke about it?

The final issue, is there are many social media groups for illegal sharing of copyrights radiology books and textbooks without taking a permission form the Author or the publisher which could lead to legal implications like the copyright case Author Guild, Inc. v. Google, Inc. lawsuit which cost a settlement agreement of \$125 million.²

Conclusion

Practicing medicine is not limited to be inside a hospital or clinic only, but on social media and any medical platform. Looking for advice from a known qualified licensed colleague is not an issue, but posting a case for everyone (including non-qualified social media users) can lead to speculations, miscommunication, misunderstanding and misinterpretation which will lead to wrong diagnosis eventually. Furthermore, exposing the patient privacy and confidentiality on social media can lead to serious legal issues and suspension from practicing medicine in many countries. As well, illegal sharing of medical books can cause legal issues. Finally, misleading information about medical cases will have a medical implications on patients in the future.

Conflict of Interest: None

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