

Middle East Healthcare Social Media Summit

December 8, 2019

8:00 am	Registration
8:30 am	#MCSMN History Program Overview and Goals <i>Lee Aase, Mayo Clinic</i>
8:50 am	Starting with Strategy <i>Lee Aase, Mayo Clinic</i>
Best Practices: Beyond the Basics	
9:10 am	Facebook <i>Marie Ennis O'Connor</i>
9:30 am	Instagram <i>Marie Ennis O'Connor</i>
9:50 am	Question & Answer
10:10 am	Break and Group Photo
10:30 am	Twitter <i>Dan Hinmon, Mayo Clinic</i>
10:50 am	LinkedIn <i>Dan Hinmon, Mayo Clinic</i>
11:10 am	Question & Answer
Professional and Patient Engagement	
11:30 am	Physicians & Social Media: Why and How in Limited Time <i>Farris Timimi, M.D., Mayo Clinic</i>
11:50 am	Case Study: Nurses Engaging in Social Media <i>Lee Aase, Mayo Clinic</i>
12:10 pm	Lunch
1:00 pm	Owned Communities and Community Engagement <i>Dan Hinmon, Mayo Clinic</i>
1:20 pm	Question & Answer
1:40 pm	Monitoring and Measuring Social Media <i>Lee Aase, Mayo Clinic</i>
2:00 pm	Optimizing Video on All Platforms (Including Hands-On Video Exercise) <i>Lee Aase, Mayo Clinic</i>
2:20 pm	Advertising on All Platforms <i>Dan Hinmon, Mayo Clinic</i>
2:40 pm	Question & Answer
3:00pm	Break & Flex Table Visits
3:30 pm	What will you do now?
3:50 pm	#MCSMN Membership Benefits <i>Dan Hinmon, Mayo Clinic</i>
4:10 pm	Conclusion

December 9, 2019

8:30am	Welcoming Remarks
9:00 am	Program Overview
Social Media and the Healthcare Provider <i>Moderator: Daniel Cabrera, M.D., Mayo Clinic</i>	
9:20 am	Social Media & Professionalism <i>Farris Timimi, M.D., Mayo Clinic</i>
9:40 am	The Physician Influencer <i>Anwar Alhamadi, M.D., Dermatologist, MBRU</i>
10:00 am	Social Media and Healthcare: What You Need to Know <i>David Grayson, M.D., i3 Institute for Innovation & Improvement, Waitemata District Health Board, New Zealand</i>
10:20 am	Panel Question & Answer
10:40 am	Break
Keynote Session <i>Moderator: Farris Timimi, M.D., Mayo Clinic</i>	
11:00 am	Social Networking and the DNA of Mayo Clinic <i>Lee Aase, Mayo Clinic</i>
11:20 am	Launch of the First Emirati Astronaut to Space -Use of Social Media <i>Saud Karmustaji, Director of Corporate Communications, Mohammed Bin Rashid Space Centre</i>
11:40 am	Panel Question & Answer
12:00 pm	Lunch
Public Health, Regulation and the Future <i>Moderator: Lee Aase, Mayo Clinic</i>	
1:00 pm	Public Health and Legal Issues <ul style="list-style-type: none"> • <i>HE Dr. Amin Al Amiri, M. Sc, Ph.D., Assistant Undersecretary of Public Health & Licensing – Ministry of Health & Prevention</i> • <i>Dr. Mohammad Al Redha, Director of Health Informatics and Smart Health Department, Dubai Health Authority</i> • <i>Dr. Ramadan Al Blooshi - Chief Executive Officer – Dubai Healthcare City Authority - Regulatory</i>
1:45 pm	Panel Question & Answer
2:00 pm	Social Media meet Artificial Intelligence to Empower Public Health Initiatives <i>Nabil Zary, Professor of Medical Education, Mohammed Bin Rashid University of Medicine and Health Sciences (MBRU)</i>
2:20 pm	Question & Answer
Best Practices in Social Media <i>Moderator: Amer Sharif, MBRU</i>	
2:30 pm	Du Case Study Role of Social Media in the Wellness Strategy of the UAE Telecom Operator “DU” <i>Dr. Mansoor Habib, Head of Happiness and Tolerance, DU Consultant Family Medicine & Occupational Health</i>
2:50 pm	How Social Media Influences Public Opinion: The Diabetes Model <i>Dr. Paul Aoun, American Hospital of Dubai</i>
3:10 pm	Break
3:30 pm	Social Media in Crisis Management <i>Lee Aase, Mayo Clinic</i>
3:50 pm	How to Convert Leads Out of Social Media <i>Ahmed Bahaa, Assistant Director-Digital Marketing, American Hospital of Dubai</i>
4:10 pm	Question & Answer
4:30 pm	Adjourn

December 10, 2019

9:00 am	Welcome
Social Media: The Impact on the Patient Moderator: Lee Aase, Mayo Clinic	
9:05 am	Patient Empowerment via Social Media <i>Fatimah S. Alhamlan, Ph.D., King Faisal Specialist Hospital & Research Center, Alfaisal University</i>
9:25 am	Social Media: The Impact on Patient <i>Dr. Ali Al Dameh, American Hospital of Dubai</i>
9:45 am	Benefits of Online Patient Communities <i>Dan Hinmon, Mayo Clinic</i>
10:05 am	Question & Answer
10:25 am	Break
10:45 am	Keynote Presentation
11:05 am	Social Media –Patient Perspective <i>Marie Ennis O’Connor</i>
11:25 am	Panel Question & Answer
11:45 am	Lunch
Use of Social Media in Education Moderator: Alawi Alsheikh-Ali, MBRU	
1:00 pm	Twitter as an Educational Tool <i>Daniel Cabrera, M.D., Mayo Clinic</i>
1:20 pm	Students’ Perspective: Transitioning from Personal to Professional <i>Faisal Nawaz, MBRU</i>
1:40 pm	Panel Question & Answer
Social Media and Global Health Moderator: Dr. Naim Aoun, Chief Internal Medicine Department, AHD	
2:00 pm	Digital Health <i>Homero Rivas, M.D., M.B.A., FACS, FASMBS</i>
2:20 pm	Social Media and Infectious Diseases <i>Farris Timimi, M.D. Mayo Clinic</i>
2:40 pm	Artificial Intelligence in Medicine <i>Mr. Amer Salha, Director of Medical Equipment and Planning, American Hospital of Dubai</i>
3:00 pm	Closing Remarks
3:20 pm	Adjourn



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18.50 Attendance