



CME Disclosure Information

PROVIDER-SHIP

This activity is jointly provided Medical Education Resources, Inc., a non-profit medical education company, and Association for Healthcare Social Media.

TARGET AUDIENCE

This activity is designed for general health care professionals across all disciplines and specialties.

STATEMENT OF NEED

This program is designed to update medical clinicians regarding of the fact that patients are actively seeking health information on social media, nor are they aware of the evolution of how social media has grown to affect health and the data behind it. As well understanding how to leverage social media for education or advocacy.

EDUCATIONAL OBJECTIVES

After completing this activity, participants should be better able to:

- Summarize how social media can potentially benefit public health as well as one's own professional development.
- Identify potential pitfalls of social media use with regards to professional development and public health as well as areas that require further investigation and discussion.
- Apply advanced social media understanding to improve online engagement with followers, who may include other health professionals, trainees, and the general public.
- Describe the importance of being a health professional who actively participates on social media.

FACULTY

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PHYSICIAN ACCREDITATION

This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education through the joint provider-ship of Medical Education Resources (MER) and Association for Healthcare Social Media. Medical Education Resources is accredited by the ACCME to provide continuing medical education for physicians.

CREDIT DESIGNATION

Medical Education Resources designates this live activity for a maximum of 6.5 *AMA PRA Category 1 Credits™*. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

NURSING ACCREDITATION

Medical Education Resources is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation. This CE activity provides 6.5 contact hours of continuing nursing education. Provider approved by the California Board of Registered Nursing, Provider Number 12299, for 6.5 contact hours.

DISCLOSURE OF CONFLICTS OF INTEREST

It is the policy of Medical Education Resources to ensure balance, independence, objectivity, and scientific rigor in all of its educational activities. In accordance with this policy, MER identifies conflicts of interest with its instructors, content managers, and other individuals who are in a position to control the content of an activity. Conflicts are resolved by MER to ensure that all scientific research referred to, reported, or used in a continuing education activity conforms to the generally accepted standards of experimental design, data collection, and analysis.