

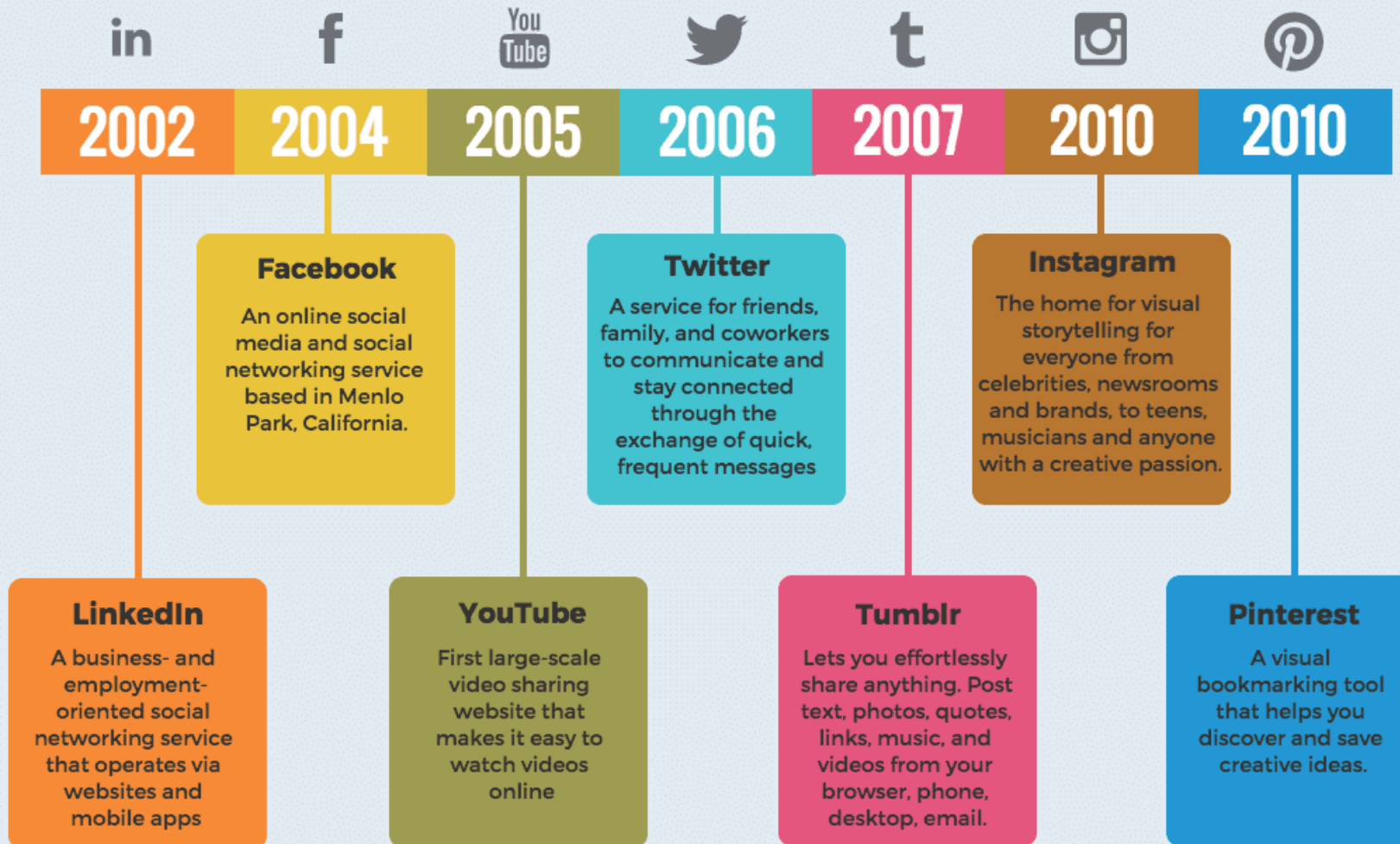


A Patologia na era das mídias sociais

Gerônimo Júnior MD
Patologista

TIMELINE

History of Popular Social Media Platforms



WORLD OVERVIEW

ACTIVE SOCIAL
MEDIA USERS

UNIQUE
MOBILE USERS

MOBILE
SOC USERS

Mais celulares que escovas
de dentes

3.484
BILLION

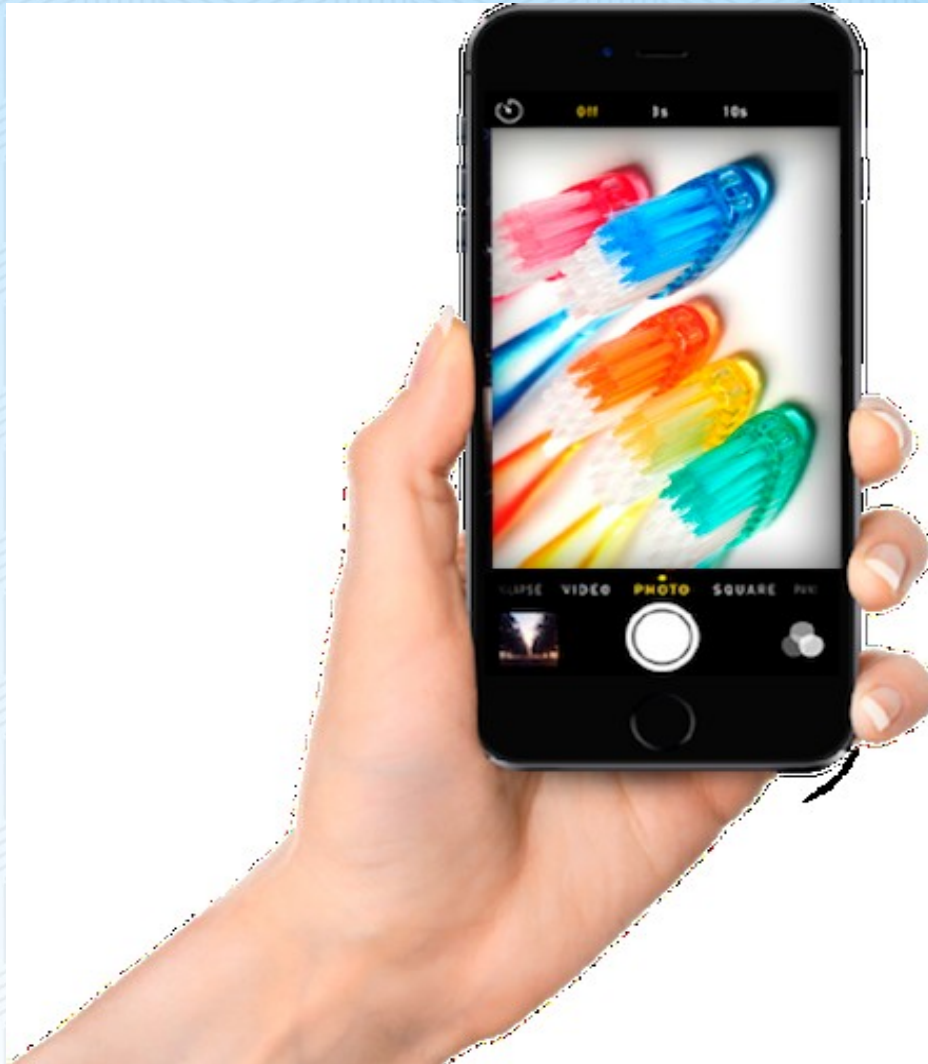
PENETRATION
45%

3.112
BILLION

PENETRATION
67%

3.230
BILLION

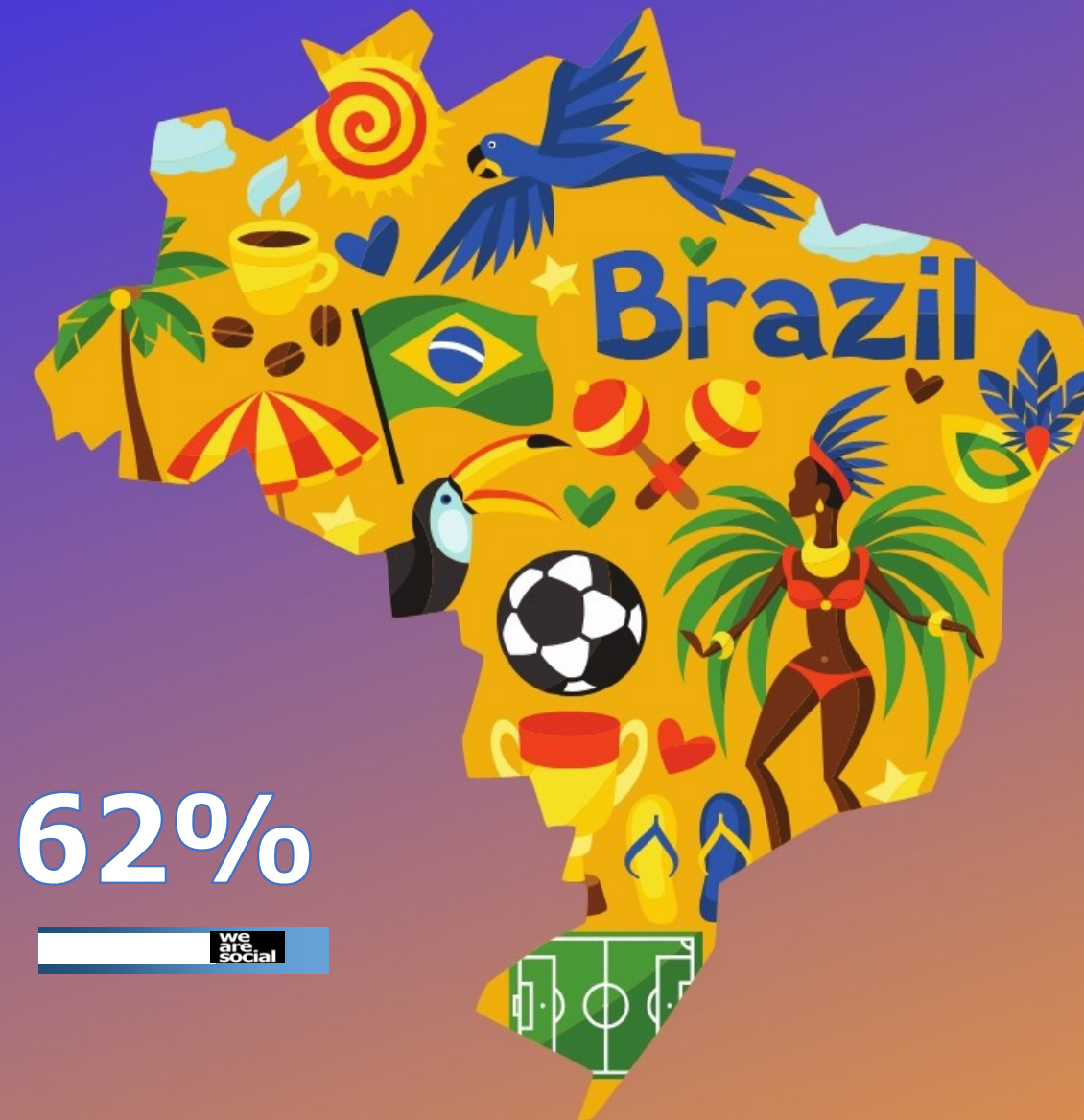
PENETRATION
38%



FONT

we
are
social

USUÁR



2
billions

1.8 billion

800
millions

330
millions



**WE DON'T HAVE A CHOICE ON WHETHER WE
DO SOCIAL MEDIA !
THE CHOICE IS HOW WELL WE DO IT !**

Erik Qualma



1 ENSINO E APRENDIZADO



COM QUEM APRENDEMOS?

Jerad Gardner



 @JMGardnerMD

Lester Thompson



 @HeadandNeckPath

Phillip Mckee



 @phmckee1948

**Sanjay
Mukhopadhyay**



 @smlungpathguy

COM QUEM APRENDEMOS?

**Elizabeth
Montgomery**



 @LizMontgomeryMD

Rajendra Singh



 @mydermpath

Julie Feldstein



 @feldstej

Sara Jiang



 @sara_jiang

Como aprendemos e ensinamos ?





Join to popular groups ; Profile; Language

Microscopic photos (Digital cameras x mobile)

Posts – Chats, algorithms, figures from articles

Opinions shared on facebook # professional consultation

Human Pathology (2018) 73,128–143



Facebook Discussion Groups Provide a Robust Worldwide Platform for Free Pathology Education

Raul S. Gonzalez, MD; Sadiq M. Amer, MD; Nejib Ben Yahia, MD; Felipe D'Almeida Costa, MD; Manu Noatay, MD; Jian-Hua Qiao, MD; Flavia G. Rosado, MD; Yale Rosen, MD; Bruno Tavares Sedassari, DDS; Rhonda K. Yantiss, MD; Jerad M. Gardner, MD

Details of Pathology Groups Founded by Authors and Discussed in Survey

Group	Web Address/URL ^a	Month Founded	Members as of July 2015	Members as of May 2016	Cases Posted as of May 2015
Bone and Soft Tissue Pathology	facebook.com/groups/softtissue	September 2013	15 350	18 157	638
Breast Pathology	facebook.com/groups/613016048778984	April 2014	12 005	12 021	189
Dermatopathology	facebook.com/groups/dermatopathology	September 2013	15 400	22 126	873
Gastrointestinal Pathology	facebook.com/groups/GIpathology	November 2013	22 217	23 646	261
GI, Liver, and Pancreatic Pathology Group	facebook.com/groups/722782154432759	March 2014	17 190	17 842	107
Gynecologic and Obstetric Pathology	facebook.com/groups/740560085958491	October 2013	7062	7226	95
Head and Neck Pathology	facebook.com/groups/headandneckpathology	November 2013	16 108	16 558	161
Hematopathology	facebook.com/groups/Hematopathology/	December 2013	6415	12 450	130
Pulmonary Pathology	facebook.com/groups/lungpath	March 2014	2129	2425	155
Surgical (Anatomic) Pathologists	facebook.com/groups/SurgicalAnatomicPathologists	December 2009	31 502	32 243	1386
Surgical Neuropathology	facebook.com/groups/1464302503855097	August 2014	16 068	18 904	83
Uropathology	facebook.com/groups/uropathology/	February 2014	3231	4177	13

Pembe Oltulu
April 16 · AddThis Sharing · 🌐 ▼

#pathology #pathologists

Hashtags can also be used in Facebook posts

Click this arrow for dropdown menu of options for a post

Save link
Edit Post
Change Date
Turn on notifications for this post
Refresh share attachment
Hide from Timeline
Delete
Turn off translations

Notifications can be turned on to follow a post & be notified of any comments on it

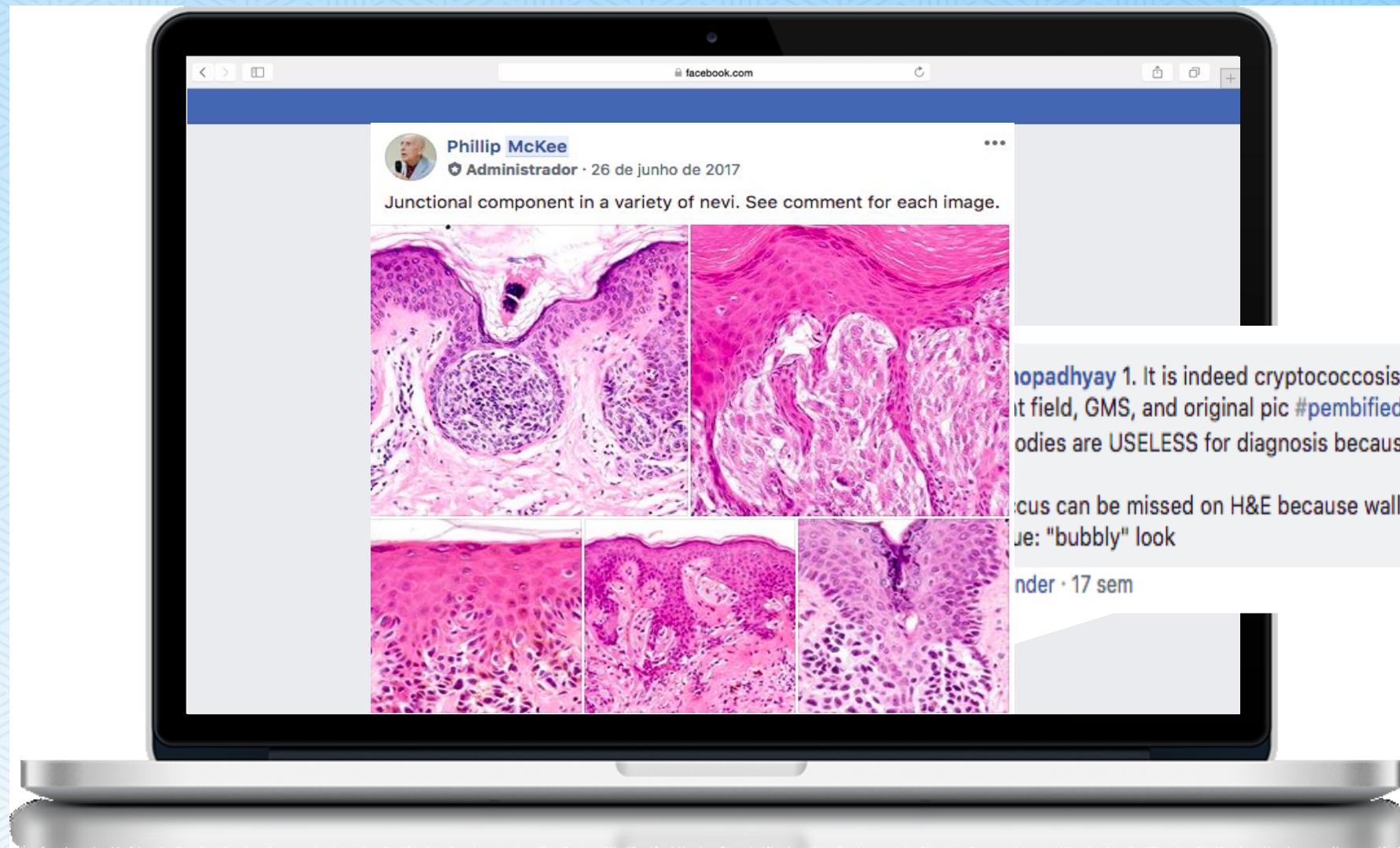
Reclassification of a Variant of Thyroid Carcinoma
This study evaluates cases of encapsulated follicular variant of papillary thyroid carcinoma to establish consensus diagnostic criteria and develop new nomenclature.
ONCOLOGY.JAMANETWORK.COM

Like a post to show appreciation

Comment on a post to ask questions, make comments, and start discussion

Share another user's post with your own Facebook friends. Or share it to a public Facebook page or a discussion group (depends on privacy settings of original poster)

Human Pathology (2018) 73,128–143





Mar 30, 2019 – Abr 1

10,5 mil Membros

,00 mil

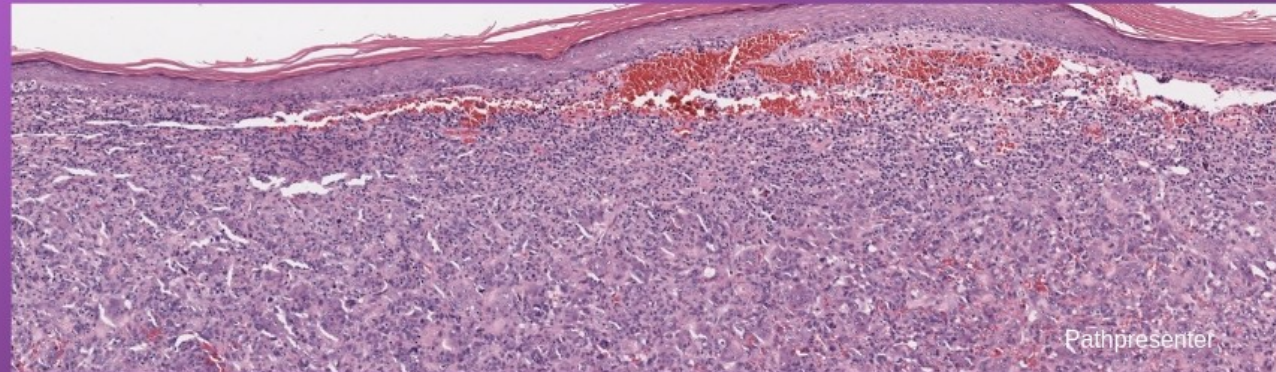
,00 mil

,00 mil

0

30 de Mar

ATYPICAL FIBROXANTOMA



Beware of this diagnosis in shave and superficial biopsies. If epithelial/muscle markers and S-100 are negative a diagnosis of atypical intradermal fusocellular neoplasia is appropriate.

Complete excision is critical to confirm :

@geronimojr lapac

L
A
C
K

OF

INFILTRATION OF
SUBCUTIS

LINFOVASCULAR/
PERINEURAL
INVASION

TUMOR NECROSIS

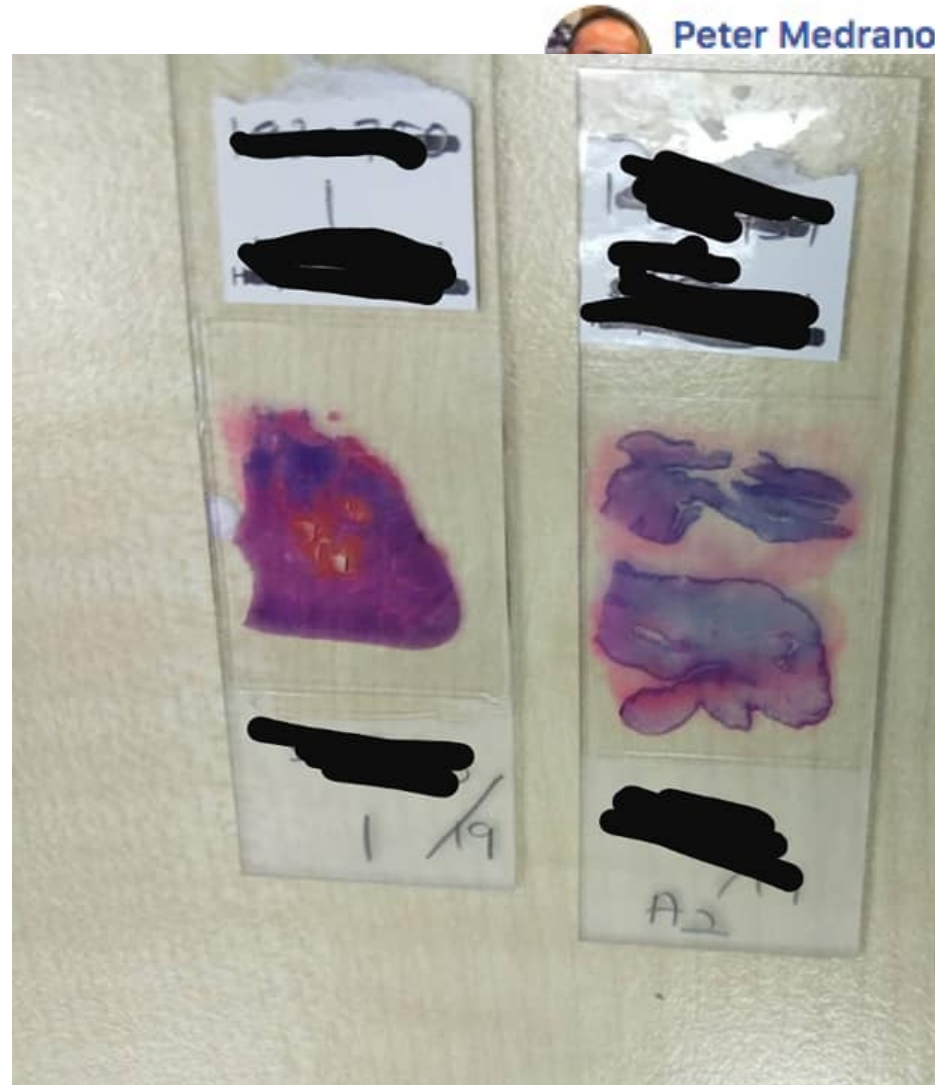
THESE FEATURES ARE NOT
COMPATIBLE WITH Dx OF AFX
but a pleomorphic sarcoma

Editorial Board

Jerad Gardner (USA)
Gerônimo Jr. (Brazil)
Kalyani Bambal (India)
Pembe Oltulu (Turkey)
Bruno Sedassari (Brazil)
César Alvarenga (Brazil)

10.508

Membros ativos



55

**Nurul Hafinaz**

18 de abril às 22:35

Hello histo friends.

Need some help here.

What cud be the cause of slides becoming like this..

It seems like after dehydrate..the slides are clear...when it comes to mounting..it has becoming like that.

Under the microscope a lot of debris on the tissue section.

Temporary solution:

Filter the eosin on monday morning.. results is good 🧐

Towards the week end...it happens again. 🧐

Not sure the cause is at the dehydrate parts or mounting medium...? 🧐

Please help. Thank u in advance.

84 comentários 1 compartilhamento

GUIDELINE FOR EFFICIENT TWITTER USE



**Posting educational content/images,
journal clubs, networking, “live-
tweeting” meetings,**

Tweet/ retweet ; add @username ; Hastags

List of user / experts

Hashtags
(denoted by '#' symbol) make a tweet show up to any user searching for that topic

Click this arrow for dropdown menu of options for a tweet

Copy link to Tweet
Copies a link to the tweet so it can be shared outside of Twitter

Mention another user's '@' username in a tweet to notify them of it; may help gain followers & retweets. Also a way to give public kudos or recognition to another user

Reply to a tweet to comment on it & start a discussion

Retweet to share another user's tweet with your own followers
Quote retweet to share it & add your comment to the original tweet

Like a tweet to show appreciation

Send a private **Message** to the user who made the tweet (similar to email)

Amebic encephalitis

Acanthamoeba (cyst)
Granulomatous Amebic Encephalitis (also c/b *Balamuthia mandrillaris*)

Naegleria fowleri (trophozoite)
Primary amebic encephalitis

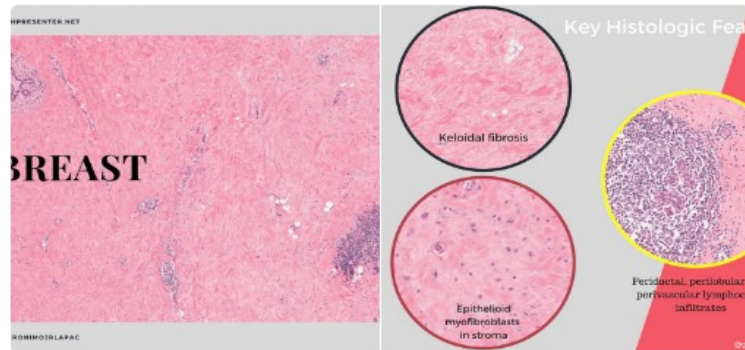


Gerônimo Jr. @GeronimoJrLapac · 4 de ago

LYMPHOCYTIC MASTOPATHY/DIABETIC MASTOPATHY

- ✓ Young to middle-aged women
 - ✓ Type I diabetes (Most commonly)
 - ✓ Other AI diseases, such as Hash thyroiditis, w various types of autoantibodies in their serum, w/o diabetes or other AI diseases, and in men.
- #Pathpresenter #pathology

Traduzir Tweet



1 65 89

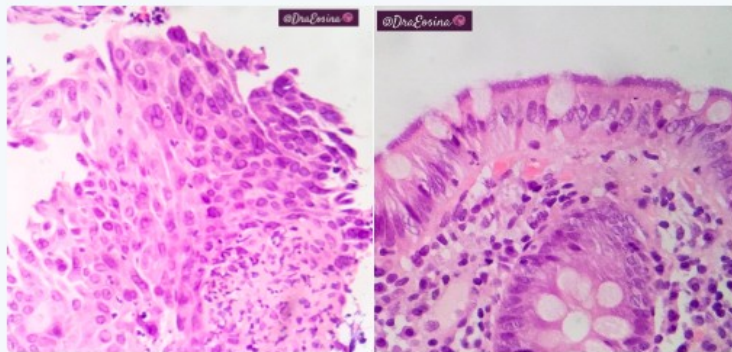


Laura G. Pastrían MD @DraEosina · 6 de ago

Herpes oesophagitis & spirochetosis. Two of nicest benign #GiPath diagnoses hidden on the same tray. Some evenings both patients and pathologists get lucky!

#Pathology

Traduzir Tweet

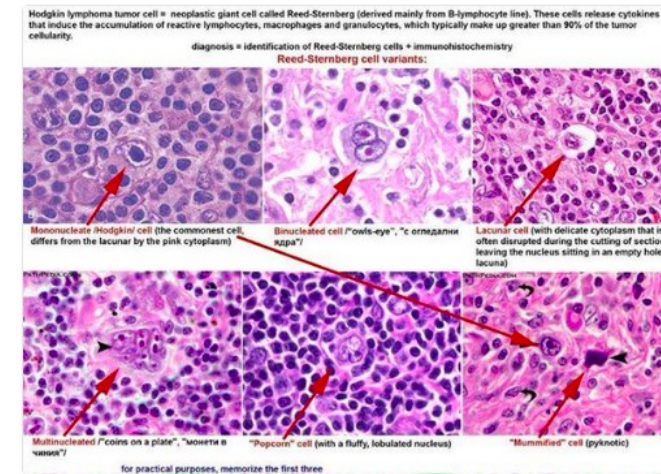


Kalyani Bambal @kriyer68 · 27 de jun de 2015

Reed Sternberg cell variants @pathology Lab

#pathology#pathologists#hemepath

Traduzir Tweet



Marcelo Balancin, MD @Ko... · 14 jun.

Lung biopsy NSCC. Let's try a little morphological exercise? #PPS2017

@smlungpathguy @lara_pijuan

@JL_Sauter @YasmeenButtMD

@TimAllenMDJD

favor adenocarcinoma 74%

favor SCC 15%

NOS 12%

34 votos · Resultados finais

Membros da lista

**Bin Xu** @BinXu16

Pathologist, HN/endocrine, MSKCC

**Lisa Rooper** @LisaRooperMD

Head and neck pathologist at Johns Hopkins. Loves all things #ENTPath and #Endopath.

**Peter Sadow, MD, PhD** @PathDocBoston

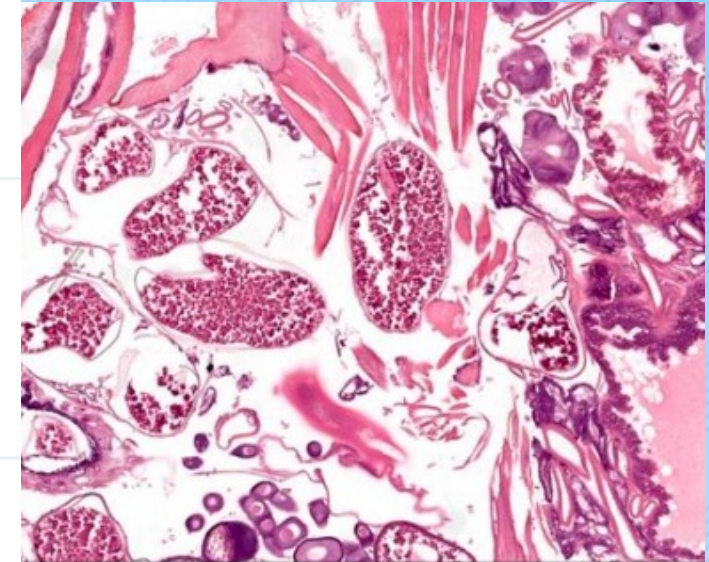
Director, Head&Neck Path (#ENTPath) also #EndoPath & #GUPath @MGHPathology @MassEyeAndEar & Assoc Professor @harvardmed Advocate for @pathologists @TheUSCAP

**Justin Bishop, M.D.** @ENTpathology

Director of Surgical Pathology and ENT pathology, UT Southwestern Med Ctr, Assoc Editor @JMAOto & @Histo_journal @JHUpa alum #ENTpath #pathology #endopath

**Lester Thompson** @HeadandNeckPath

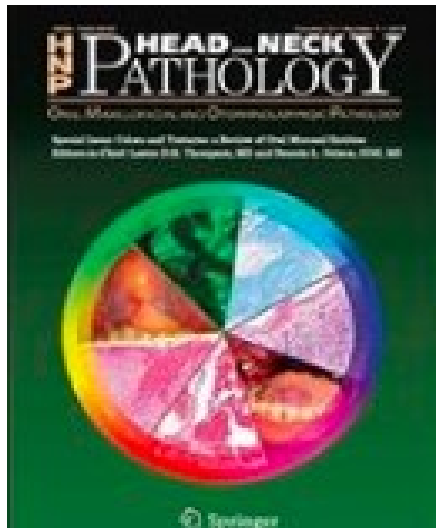
Head and Neck and Endocrine Organ Pathologist



Editar perfil

PATHOLOGY JOURNALS

Head Neck Pathol



 @HeadNeckPathol

Modern Pathology



 @ModernPathology

Surgical Pathology



 @AJSPjournal

DISCUSSÃO DE ARTIGOS

Pathology JC

#pathJC



@Path_JC

Pathology JC retweetou



WC Faquin, MD, PhD @bfaquin · 21 de fev

The CAP Guideline indicates a few cases when p16 is not enough! e.g. metastatic keratinizing SCC of unknown primary site to a cervical LN #pathjc



Pathology JC
@path_JC

Seguindo

T minus 1 hour until #PathJC! Are you up to date on HPV testing guidelines?

Traduzir Tweet

CAP Laboratory Improvement Programs

Human Papillomavirus Testing in Head and Neck Carcinomas

Guideline From the College of American Pathologists

James S. Lewis Jr, MD; Beth Beadle, MD, PhD; Justin A. Bishop, MD; Rebecca D. Chernock, MD; Carol Colasacco, MSc, SCT(ASCP); Christina Lacchetti, MHS; Joel Todd Moncur, MD, PhD; James W. Rocco, MD, PhD; Mary R. Schwartz, MD; Raja R. Seethala, MD; Nicole E. Thomas, MPH, CT(ASCP)^{CM}; William H. Westra, MD; William C. Faquin, MD, PhD

Context.—Human papillomavirus (HPV) is a major cause of oropharyngeal squamous cell carcinomas, and HPV (and/or surrogate marker p16) status has emerged as a prognostic marker that significantly impacts clinical management. There is no current consensus on when to test oropharyngeal squamous cell carcinomas for HPV/p16.

Results.—The major recommendations include (1) testing newly diagnosed oropharyngeal squamous cell carcinoma patients for high-risk HPV, either from the primary tumor or from cervical nodal metastases, using p16 immunohistochemistry with a 70% nuclear and cytoplasmic staining cutoff, and (2) not routinely testing non-oropharyngeal carcinomas or non-oropharyngeal or HPV. Pathologists are to report tumors as HPV or p16 positive. Guidelines are provided for tissue samples and handling of locoregional and remote specimens. **Conclusion.**—Based on the systematic review and on consensus, high-risk HPV testing is recommended for newly diagnosed oropharyngeal squamous cell carcinoma but not routinely recommended for other squamous cell carcinomas.

J Am Coll Pathol. 2017;129:1017-1026.

ONLINE LECTURES



AULAS ONLINE



LESTER D. R. THOMPSON
SOUTHERN CALIFORNIA PERMANENTE MEDICAL GROUP
#HeadandNeckPath LesterThompsonMD.com

#ENTPath

WHO keeps Changing the Names of Salivary Gland Tumors

SEPTEMBER 17, 2018 / 12PM EST (UTC-5H)



ELIZABETH MONTGO
PROFESSOR OF PATHOLOGY, JOHNS HOPKINS MEDICINE

#BSTpath

Soft Tissue Tumors: Testing is great, the morphology is great

JUNE 12, 2018 / 12PM EST (UTC-5H)



FAUSTO RODRIGUEZ, M.D.
ASSOCIATE PROFESSOR OF PATHOLOGY, JOHNS HOPKINS MEDICINE
#FRodriguezNP

#neuroPath

Surgical Neuropathology Pearls: Intraoperative Consultations

JUNE 13, 2018 / 12PM EST (UTC-5H)

PATHCAST PRESENTS:

#NeuroPath LECTURE SERIES

(WITH DIGITAL SLIDES AVAILABLE!)



FAUSTO RODRIGUEZ, M.D.

ASSOCIATE PROFESSOR OF PATHOLOGY
JOHNS HOPKINS MEDICINE

- 2/26 Tumefactive pseudoneoplastic lesions
- 3/26 Neuronal and glioneuronal tumors
- 4/30 Meningiomas
- 5/28 Non-meningothelial dural masses
- 6/25 Ependymal tumors
- 7/30 Embryonal neoplasms
- 8/27 Tumors of the pineal region
- 9/24 Choroid plexus tumors
- 10/29 Germ cell tumors of the CNS
- 11/26 Tumors of peripheral nerve
- 1/21 (2020) Hematolymphoid and secondary tumors of the CNS

LIVE ON [FACEBOOK.COM/PATHCAST](https://www.facebook.com/pathcast)
AND [YOUTUBE.COM/PATHCAST](https://www.youtube.com/pathcast)



pathCast

VIDEOS NO YOUTUBE



2 PATOLOGIA & PACIENTES

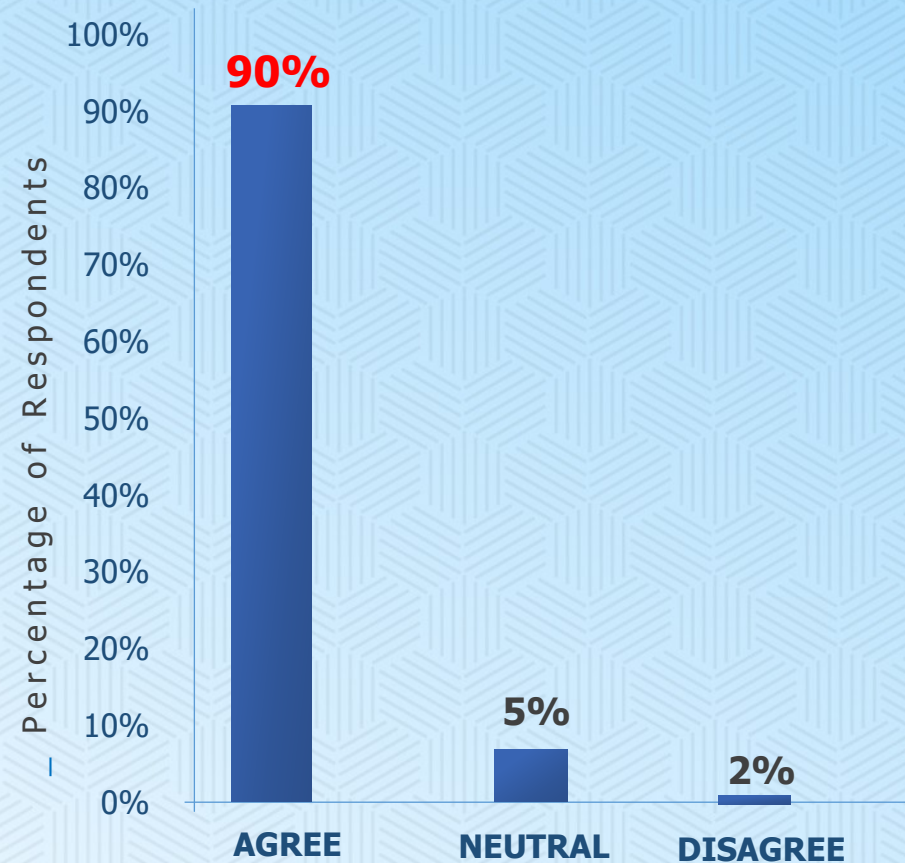
Impact of Pathologist Involvement in Sarcoma and Rare Tumor Patient Support Groups on Facebook

A SURVEY OF 542 PATIENTS AND FAMILY MEMBERS

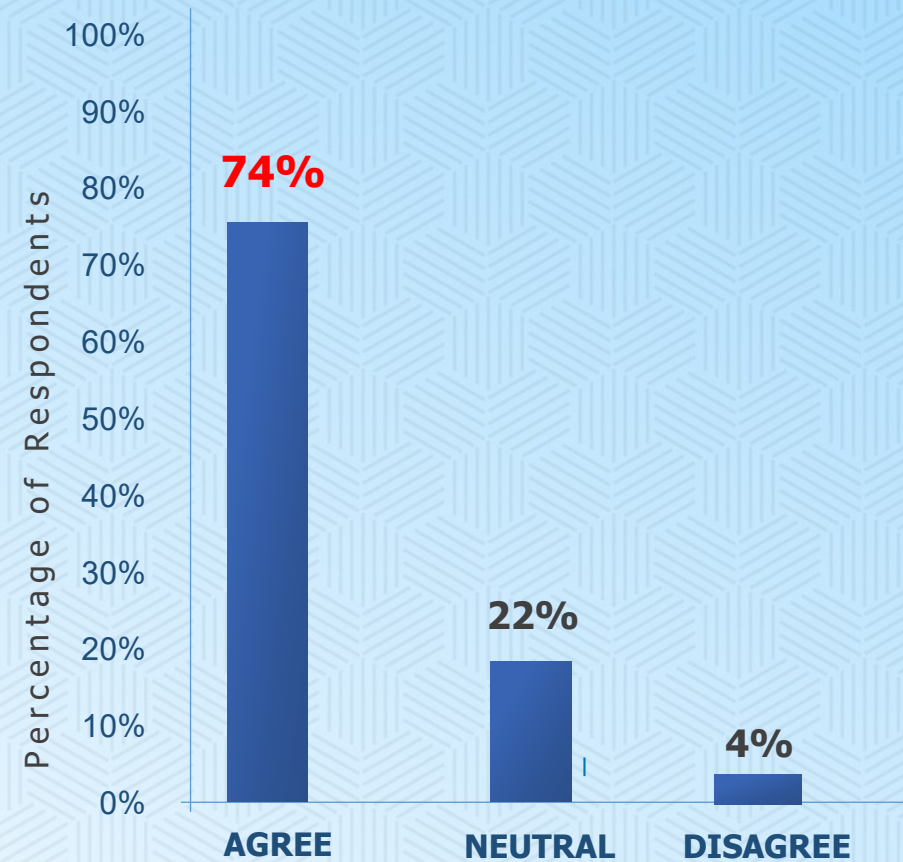
Jasmine Haller,BA; Marjorie Parker David, MD; Nathan E.Lee, MD; Sara C. Shalin, MD, PhD; Jerad m. Gardner, MD

Arch Pathol lab Med 142(9): 113-119, 2018

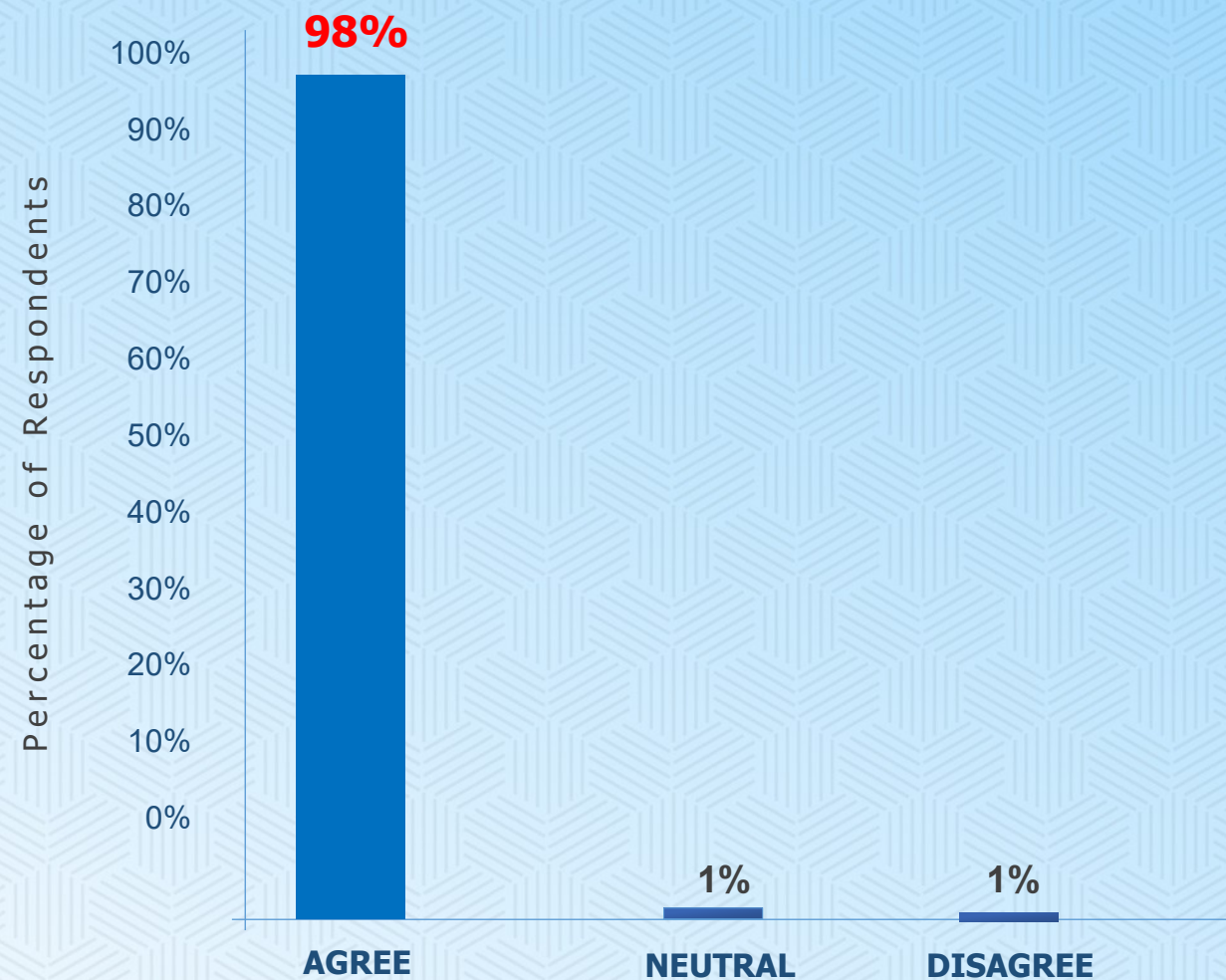
THE PATHOLOGIST'S POST HELP ME UNDERSTAND MY DISEASE



THE PATHOLOGIST'S POST HELP ME BETTER UNDERSTAND THE ROLE OF PATHOLOGIST



HAVING A PATHOLOGIST IN THIS GROUP IS A GOOD THING ?



“Pathologist involvement on facebook patient groups benefit the patients and help them to understand our role “

3 INVESTIGAÇÃO



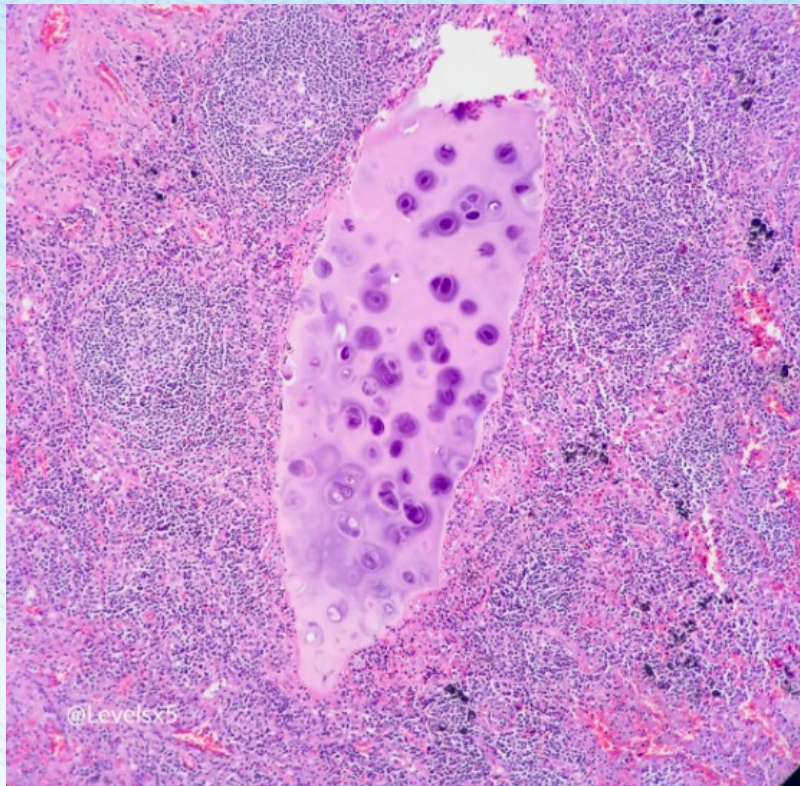
Photo requests for websites / books / presentations

Collection of infrequent cases for publications

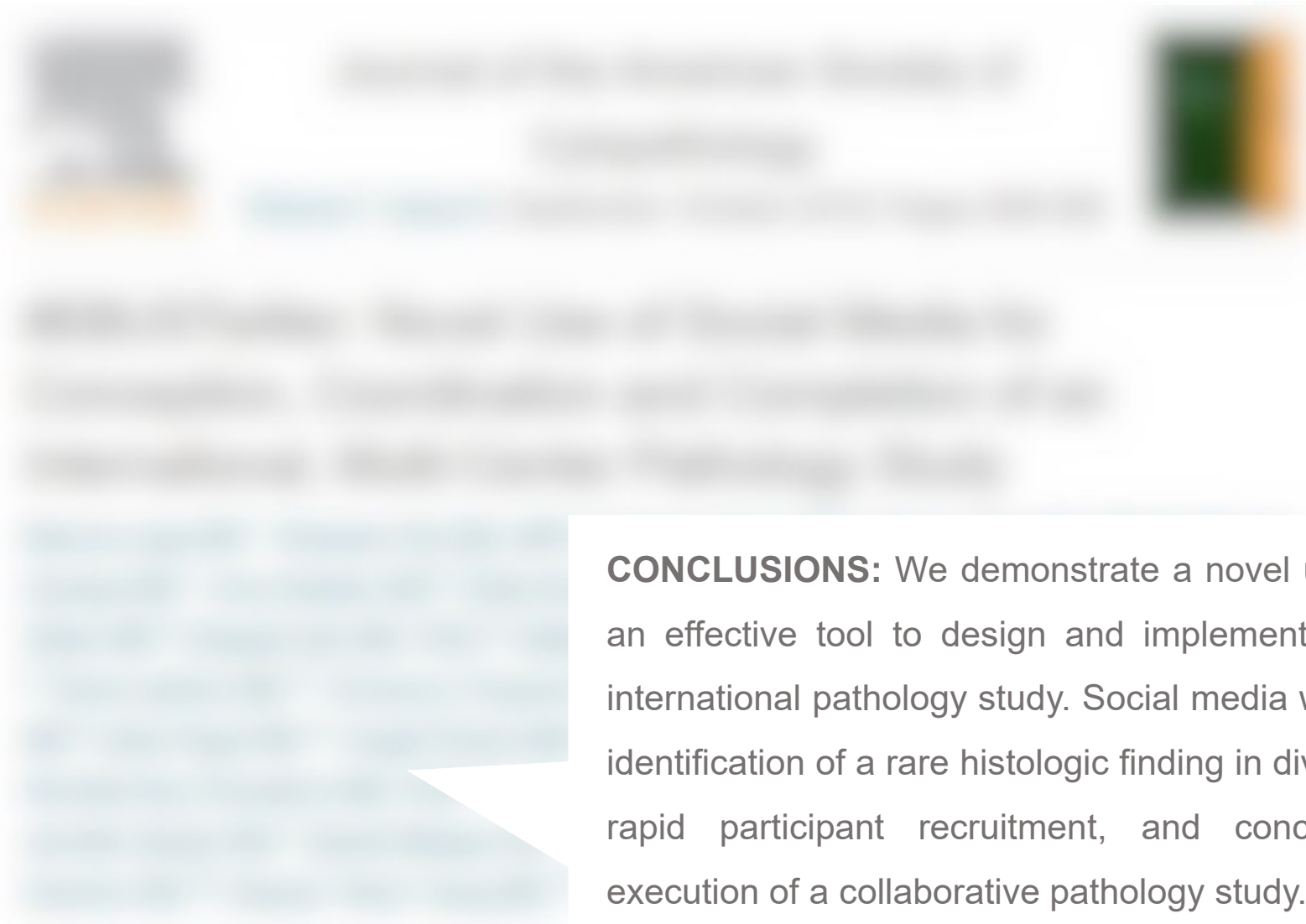
Participation of multicentric studies

TRABALHOS CIENTIFICOS

#EBUSTwitter



- 25 pathologists from 16 institutions in five countries within 143 days of study conception.
- The average study participant reported meeting offline (in real life) with only 3 participants.
- 287 cases



CONCLUSIONS: We demonstrate a novel use for social media as an effective tool to design and implement a multi-institutional, international pathology study. Social media was a powerful tool of identification of a rare histologic finding in diverse practice settings, rapid participant recruitment, and conception, design and execution of a collaborative pathology study.

4 RELACIONAMENTOS

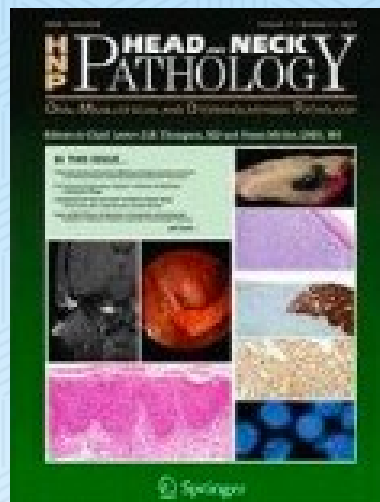
#Mottiril



5 VISIBILIDADE PROFISSIONAL



Lester Thompson



Interactive Meducation Editors:

Pembe Oltulu, MD, Konya, Turkey
 Raimundo Geronimo Silva Junior, MD, Teresina, Brazil
 Néjib Ben Yahia, MD, Djerba, Tunisia



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