

ICPA 7th Conference & Exhibition

TOPIC: SOCIAL MEDIA AND THE PHARMACIST'S ROLE IN THE INFODEMIC

Prepare to gain crucial insights into the evolving landscape of healthcare information in the digital age with Patricia Ngassam's compelling presentation at the upcoming conference. Her talk, "Social Media and the Pharmacist's Role in the Infodemic," promises to be a game-changer for healthcare professionals and educators alike.

In an era where information spreads like wildfire through social media platforms, pharmacists play a vital role as trusted sources of medical guidance. Patricia, a social media expert and pharmacist, will dissect the challenges and opportunities presented by the infodemic—an overload of often unreliable health information circulating online.

During her talk, Patricia will explore the pharmacist's role in combating misinformation, promoting evidence-based practices, and fostering a culture of health literacy among patients and the public. She will share practical strategies and real-world examples of how pharmacists can harness the power of social media to engage, educate, and empower the community while navigating the complex terrain of online information.

This session is a must-attend for community pharmacists seeking to enhance their digital literacy and communication skills. Join Patricia Ngassam to discover how pharmacists can become beacons of accurate health information in the age of the infodemic, ensuring the well-being of patients and the wider community. Don't miss this opportunity to be part of the solution in an increasingly connected world.



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Learning Outcomes:

Pharmacists can enhance their continued professional development by attending Patricia Ngassam's talk on "Social Media and the Pharmacist's Role in the Infodemic" in the following ways:

Digital Health Literacy: In today's digital age, pharmacists need to be proficient in navigating and evaluating health information on social media. By attending this talk, pharmacists can improve their digital health literacy, enabling them to critically assess online health content, identify credible sources, and guide patients toward accurate information. This skill is essential for ensuring the safety and well-being of patients who increasingly turn to social media for health-related advice.

Effective Communication: Patricia's presentation will likely emphasize effective communication strategies in the online environment. Pharmacists can learn how to communicate complex medical information in a clear and accessible manner through social media platforms. This skill is invaluable for building trust with patients, responding to inquiries, and countering misinformation with evidence-based facts.

Role as Health Advocates: Attending this talk can inspire community pharmacists to recognize their role as health advocates within the digital landscape. They can learn how to proactively address health-related issues, promote health literacy, and engage with the community on critical health topics. By leveraging social media platforms responsibly, pharmacists can extend their influence and positively impact public health outcomes.

Conclusion

By incorporating these points into their continued professional development, pharmacists can stay at the forefront of their field, adapt to the changing healthcare landscape, and fulfil their role as trusted sources of health information in the digital era.

Presentation Notes

Date



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