

## SOCIAL MEDIA:

THE **BeST** METHOD FOR FREE, EFFECTIVE, GLOBAL  
PATHOLOGY EDUCATION”

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y

Jerad M. Gardner, MD

*Chair, ASDP Social Media Subcommittee  
Associate Professor of Pathology and Dermatology  
Dermatopathology, Bone & Soft Tissue Pathology  
University of Arkansas for Medical Sciences  
Little Rock, Arkansas, USA*



# My visit to Seoul (2010)









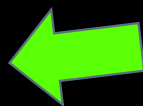


# DISCLOSURES

- I hold stock in Google & Apple in retirement account
- No other relevant financial relationships to disclose
- I do NOT own stock in Facebook, Twitter, or any social media company

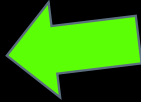


JMGardnerMD@gmail.com  
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# HOW I USE SOCIAL MEDIA

- Teaching & Learning 
- Networking
- Patient Advocacy
- Research
- Communication







Jerad Gardner, MD

@JMGardnerMD

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Like Share Suggest Edits ...

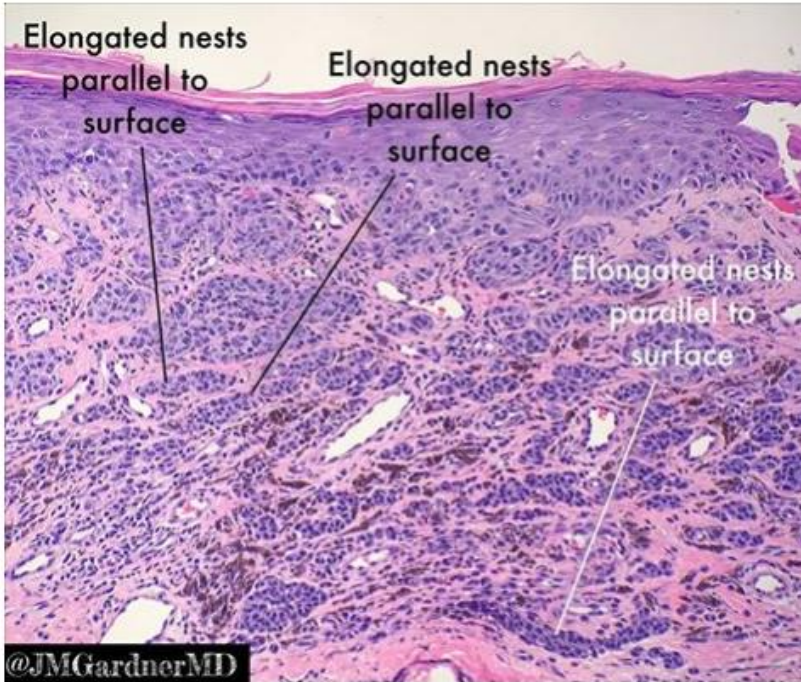
Watch Video Message



Jerad Gardner, MD

November 17 at 10:02am · 🌐

Nevoid melanoma. Elongated nests parallel to surface is a clue. Look for atypia & mitoses at higher power. #Pathology #dermpath #dermatology



@JMGardnerMD

Like Comment

Luis Miguel ML Dermat, Cam Lam, Daniela Sá and 199 others like this.

26 Shares



Public Figure in Little Rock, Arkansas

Community

17,019 people like this

17,655 people follow this

About

See All

Typically replies within an hour  
Contact Jerad Gardner, MD on Messenger

pathinfo.wikia.com/wiki/User:Jerad\_M\_Gardner\_

Public Figure

People



17,019 likes

People Also Like



PathologyOutlines.com  
Business Service



Diagnostic Cytology  
Community



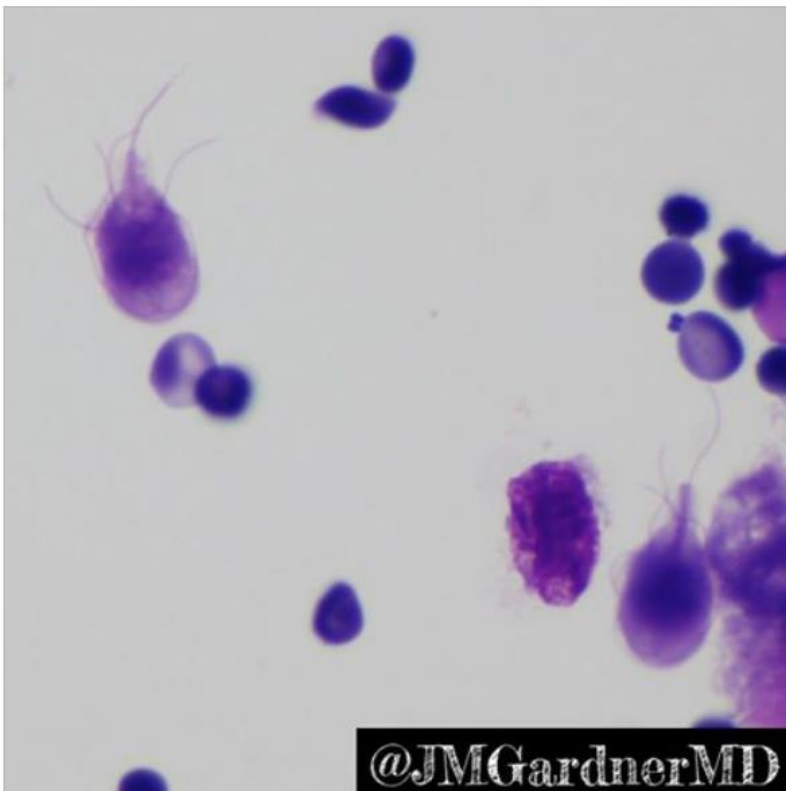
WebPathology  
Medical Company



**Jerad Gardner, MD**

Published by Buffer [?] · November 1 at 12:02pm · 🌐

Cute little Giardia. Cytospin prep of formalin from small intestine biopsy bottle. #Pathology



🟢 **Get More Likes, Comments and Shares**  
Boost this post for \$3 to reach up to 670 people.

👤 20983 people reached

**Boost Post**

👍❤️😱 297

7 Comments 36 Shares

👍 Like    💬 Comment    ➦ Share

**20,983** People Reached

**649** Reactions, Comments & Shares

543 Like    276 On Post    267 On Shares

29 Love    15 On Post    14 On Shares

1 Haha    0 On Post    1 On Shares

14 Wow    12 On Post    2 On Shares

26 Comments    13 On Post    13 On Shares

36 Shares    36 On Post    0 On Shares

**1,213** Post Clicks

391 Photo Views    0 Link Clicks    822 Other Clicks

**NEGATIVE FEEDBACK**

0 Hide Post    0 Hide All Posts  
0 Report as Spam    0 Unlike Page

Reported stats may be delayed from what appears on posts





Jerad Gardner, MD

Published by Buffer [?] · August 2, 2017 ·



Ectopic prostate tissue w adenocarcinoma in dome of bladder. My 1st case report! Arch Pathol Lab Med <http://buff.ly/2tGt0AZ> #ASCP40underForty2017

Case Report

# Adenocarcinoma in Ectopic Prostatic Tissue at Dome of Bladder

## A Case Report of a Patient With Urothelial Carcinoma of the Bladder and Adenocarcinoma of the Prostate

Jerad M. Gardner, MD; Hema Khurana, MD; Fredrick S. Leach, MD; Alberto G. Ayala, MD; Jim Zhai, MD; Jae Y. Ro, MD, PhD

• We report a case of ectopic prostate tissue with an associated prostatic adenocarcinoma occurring in the dome of the urinary bladder. A 62-year-old man presented with a 4-month history of persistent microscopic hematuria following a urinary tract infection. Other complaints included frequent urination, but there was neither dysuria nor gross hematuria. Digital rectal examination revealed a smooth prostate of normal size. Cystoscopic examination revealed a sessile lesion of the anterior bladder neck and multiple smaller papillary lesions throughout the bladder. Following a transurethral resection of the bladder tumor

typically on the top of one's differential diagnosis when first examining a bladder lesion, cervical conization, or decubitus ulcer debridement. However, these specimens, as well as a variety of others in both sexes, have occasionally contained prostatic glands, as reported in many articles in the literature.<sup>1-3</sup> This article describes a unique case of prostatic adenocarcinoma arising from EPT occurring in the dome of the urinary bladder.

### REPORT OF A CASE

A 62-year-old African American man presented to the



9,303

People Reached

980

Engagements

Boost Post

Hawa Saidy, Leili Mirsadraei and 140 others

3 Comments 27 Shares

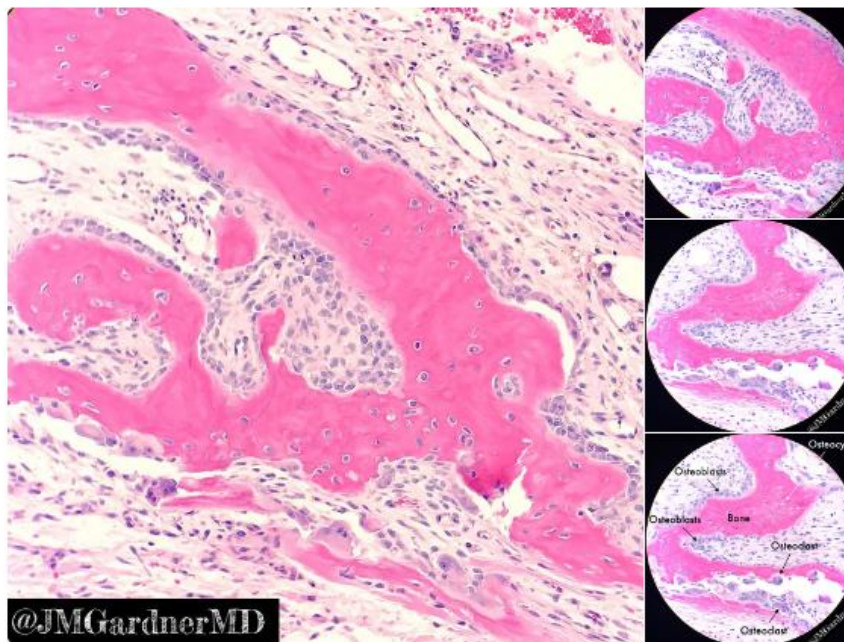


**Jerad Gardner, MD**

@JMGardnerMD



Bone remodeling. New woven bone produced by osteoblasts on one side & broken down by osteoclasts on other side. #pathology #BSTpath



@JMGardnerMD

9:02 AM - 3 Nov 2017

91 Retweets 161 Likes



3



91



161



Tweet your reply



**Jerad Gardner, MD**

@JMGardnerMD

DermPath/Sarcoma Pathologist  
@DermPathUAMS. Deputy Editor-in-Chief:  
@ArchivesPath. Board member:  
@ASDPTweets. SoMe Chair: @TheUSCAP &  
ASDP. #pathJC #dermpathjc

Little Rock, AR

[pathinfo.wikia.com/wiki/User:Jera...](http://pathinfo.wikia.com/wiki/User:Jera...)

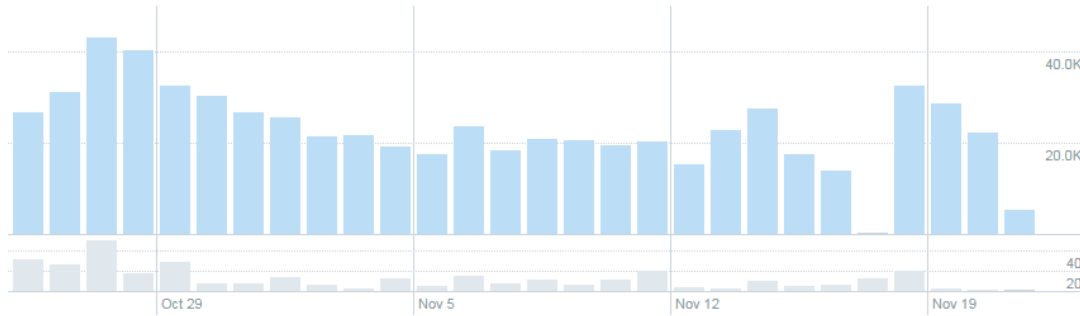
Joined June 2009



# Tweet activity

Last 28 Days Export data

Your Tweets earned **663.7K impressions** over this 28 day period



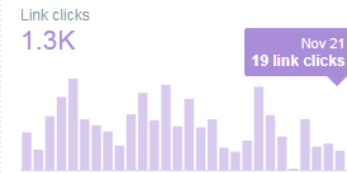
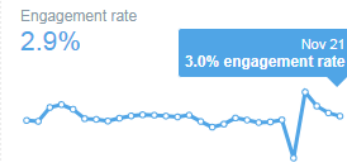
**YOUR TWEETS**  
During this 28 day period, you earned **23.0K impressions** per day.

Tweets Top Tweets Tweets and replies Promoted Impressions Engagements Engagement rate

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	<b>Jerad Gardner, MD</b> @JMGardnerMD · Nov 19	Suprabasilar blister w "tombstone row" of basal keratinocytes. Pemphigus? No! Just Grover's disease. Clinical info = crucial in <b>#dermpath!</b> <a href="https://pic.twitter.com/ixPBCIKjUS">pic.twitter.com/ixPBCIKjUS</a>		5,862	362	6.2%
	<b>Jerad Gardner, MD</b> @JMGardnerMD · Nov 19	LOVE those ripples!!! <b>#pathology #dermatology #dermpath</b> <a href="https://twitter.com/Patholwalker/s...">twitter.com/Patholwalker/s...</a>		3,619	70	1.9%
	<b>Jerad Gardner, MD</b> @JMGardnerMD · Nov 19	Odd epidermal lesion you can't quite classify? Look for lamellae. Porokeratosis can be subtle (this one isn't!) <b>#dermpath #dermatology</b> <a href="https://pic.twitter.com/Q0Yq7kE7D0">pic.twitter.com/Q0Yq7kE7D0</a>		4,542	399	8.8%
	<b>Jerad Gardner, MD</b> @JMGardnerMD · Nov 18	PAS control slide. Fungal hyphae fill airspaces of lung. <b>#Pathology</b> <a href="https://pic.twitter.com/B8kdDNygtH">pic.twitter.com/B8kdDNygtH</a>		4,908	297	6.1%
	<b>Jerad Gardner, MD</b> @JMGardnerMD · Nov 18			5,230	545	10.4%

## Engagements

Showing 28 days with daily frequency



On average, you earned **45 link clicks** per day



On average, you earned **113 Retweets**

# Diagnostic Approach and Prognostic Factors of Cancers

*Se Jin Jang, MD,\* Jerad M. Gardner, MD,† and Jae Y. Ro, MD, PhD\*†*

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**Abstract:** When one follows a systematic approach to make a diagnosis of a malignant lesion, it is relatively easy to render a correct cancer diagnosis in most cases during routine daily practice. The first step is to recognize whether or not the specimen contains a lesion and then to determine whether the lesion is neoplastic or non-neoplastic. As a neoplasm is a clonal proliferation, neoplastic conditions are consisted of a single cell type, whereas non-neoplastic conditions consist of multiple different cell types. After determining that a lesion is neoplastic, the next step is to decide

Pathologic diagnosis is still ranked as a gold standard of tumor diagnosis despite remarkable advances in imaging techniques and molecular biology of tumors. As modern medicine is built on the basis of pathology, pathologic terminology has become a common language system between doctors, especially in the oncology related fields. In most instances, treatment of cancer patients starts after pathologic diagnosis; therefore, correct diagnosis is extremely important for timely and appropriate treatment.



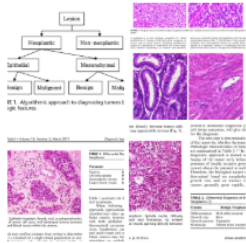


**Jerad Gardner, MD**  
@JMGardnerMD



My mentor Dr. Ro created this amazing

Tweet Activity



**Jerad Gardner, MD @JMGardnerMD**  
My mentor Dr. Ro created this amazing algorithmic approach to diagnosing cancer: 1. Neoplasm or not? 2. Epithelial vs mesenchymal? 3. Benign vs malignant. Check out our paper; perfect for new **#pathologists** starting in July! <https://www.ncbi.nlm.nih.gov/pubmed/21326014/> ... **#pathology** **#uscap2019** **#Match2019** [pic.twitter.com/Pu0DevqMPa](http://pic.twitter.com/Pu0DevqMPa)

Impressions	6,189
Total engagements	1,295
Media engagements	648
Link clicks	225
Likes	173
Detail expands	111
Retweets	81
Profile clicks	27
Hashtag clicks	23
Replies	7



Reach a bigger audience  
Get more engagements by promoting this Tweet!

**Get started**

**FIGURE 1. Algorithmic approach to diagnosing tumors using histologic features.**

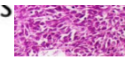


FIGURE 1. neoplasm: spindle nuclei, diffusely without nest formation, no evident blood vessels opening directly between

Feature	Benign Neoplasm
Differentiation	Well differentiated
Growth rate	Slow
Growth pattern	Expansile
Mitoses	Absent (rare cku)

ans & H&I&u

www.ar

7:03 AM - 15 Mar 2019

# FACEBOOK DISCUSSION GROUPS



I created both groups in 2013

Now: 28,000+ & 18,000+ members

500-800 teaching cases discussed in each group (as of 2015)



Major turning point in my career

JMGardnerMD@gmail.com  
Social Media 101: [www.bit.ly/1Aaxuiz](http://www.bit.ly/1Aaxuiz)



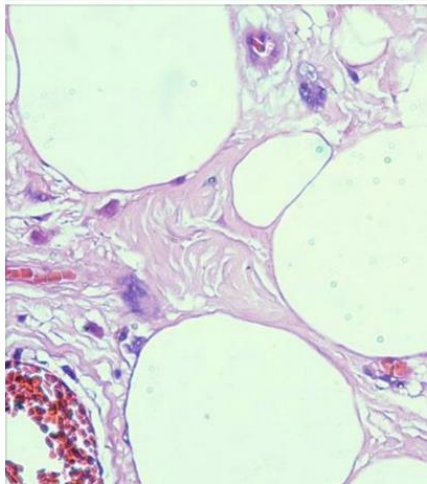
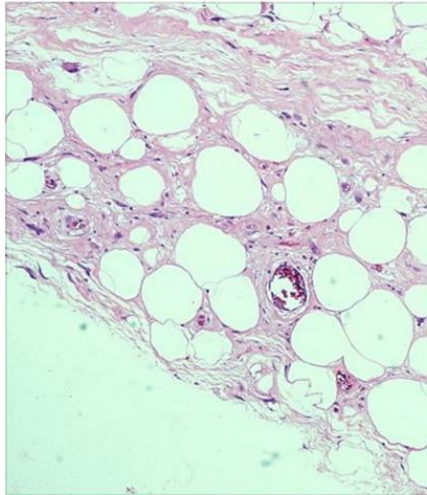




**Sandhya Ramachandran** added photos to 487/15.

June 10

An adult M mass in neck & shoulder  
3 yrs. ? Atypical Lipomatous Necrosis



# Soft Tissue Pathology



- EDITORIAL BOARD**
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  - Lucas Machado (Brasil)

Like Comment

You, Jaime Arturo Mejia, Kalyani Bambal, Nejb Ben Yahia and 33 others like this.

[View previous comments](#)

53 of 84



**Rajeshree Moni** Sandhya Ramachandran thanks for posting the immunos,so I agree with Dr.Gardner given the histology and ihc to call it Atypical Lipomatous tumor.Dr.Jaime Arturo Mejia

June 15 at 3:33am · Unlike · 2



**Niveditha Shankaran Rukmini** Thank you Sandhya! I guess still the immunos and histopath are clashing... What have you reported it as???

June 15 at 3:52am · Like · 1



**Sandhya Ramachandran** Tanx so much [Jerad](#), [Rajeshree](#), [Niveditha](#)... yes, it is not starightfwd! I'm going to go along wJerad n Rajeshree ..1) relying more on H&E morphol. and 2) the p16....3) lipobalsts are nicely highlighted on S-100 !! 4) in the inavailability of both ... [See More](#)

June 15 at 4:10am · Edited · Like · 1



**Niveditha Shankaran Rukmini** Thank u Sandhya. I guess you are looking at Al the slides as a whole and will have a better perspective.. Your case did elicit lot of discussion .. Thank you.. It was a learning experience for me too.. 😊

June 15 at 4:18am · Like · 1



**Sandhya Ramachandran** tanx to u all guys for all inputs... i feel i'm not alone in reporting 😊 3 cheers to all Path fora !

June 15 at 4:26am · Edited · Unlike · 1



**Jerad Gardner** ALT is uncommon superficially but absolutely occurs. 9 cm is pretty large for a spindle cell/pleomorphic lipoma. I've seen them that large but only rarely. Thanks for sharing this nice case and stimulating some great discussion, Sandhya!

June 15 at 4:32am · Like · 2



**Jerad Gardner** Although ALT/WDL often does have pleomorphic lipoblasts (as this case shows), lipoblasts are not required for the diagnosis. The only

Share Notifications

Search this group

17,154 Members (74 new)

People to Group



# 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*

• **Context.**—Facebook (Menlo Park, California) is one of many online sites that provide potential educational tools for pathologists. We have each founded Facebook groups dedicated to anatomic pathology, in which members can share cases, ask questions, and contribute to discussions.

**Objectives.**—To report our experiences in founding and maintaining these Facebook groups and to characterize the contributed content.

**Design.**—We circulated a survey among the group founders, then compiled and analyzed the responses.

**Results.**—The groups varied in membership and in the quality of member contribution. Most posts were of pathology cases, although other topics (such as research articles) were also shared. All groups remained active and

received posts from users all over the world, although all groups had many noncontributing members and received unwanted messages (which were screened and removed). Most founders were glad they had founded the groups because they provided an opportunity to both teach and learn.

**Conclusions.**—Each analyzed Facebook group had a different character, and some downsides exist, but the groups all provided a no-cost way for pathologists and others across the world to interact online with many colleagues.

(*Arch Pathol Lab Med.* doi: 10.5858/arpa.2016-0369-OA)

United States

Saudi Arabia

Tunisia

Brazil

India

JMGardnerMD@gmail.com

Social Media 101: [www.bit.ly/1Aaxuiz](http://www.bit.ly/1Aaxuiz)



@JMGardnerMD





Tweets **1,716**   Following **186**   Followers **2,903**   Likes **2,028**

## PhillipMckeeDermPath

@phmckee1948 Follows you

Dermatopathologist - retired Special interests-skin cancer particularly melanoma. Author of text books on the pathology of skin disease. 2017 Mckee Derm on FB.

📍 France

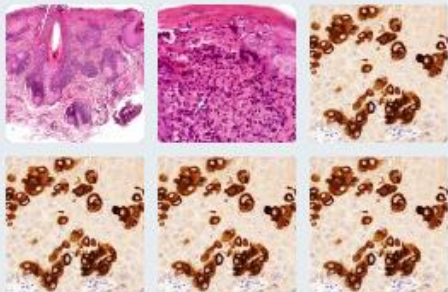
📅 Joined September 2015

🕒 Born on April 09

Tweet to

Message

🖼️ 352 Photos and videos

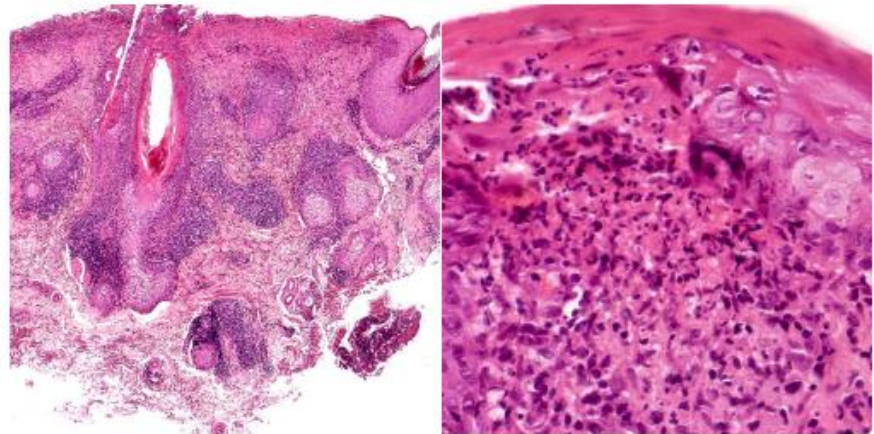


Tweets   Tweets & replies   Media



**PhillipMckeeDermPath** @phmckee1948 · 30 Dec 2017

McKee Derm is consuming me. I am sorry for not having tweeted for so long. A New Year's resolution!! Here's a nice spot diagnosis from a case kindly shared with me by Eduardo Calonje.



💬 6   🔄 32   ❤️ 75   ✉️



**PhillipMckeeDermPath** @phmckee1948 · 29 Nov 2017

Well done

**DermPath-L** @DermPathI

Replying to @phmckee1948

There are intercellular bridges between some of the pale pagetoid cells. Pagetoid Bowen's d.? Initially wondered whether the bx is oblique



# McKee Derm

Closed Group

About

Discussion

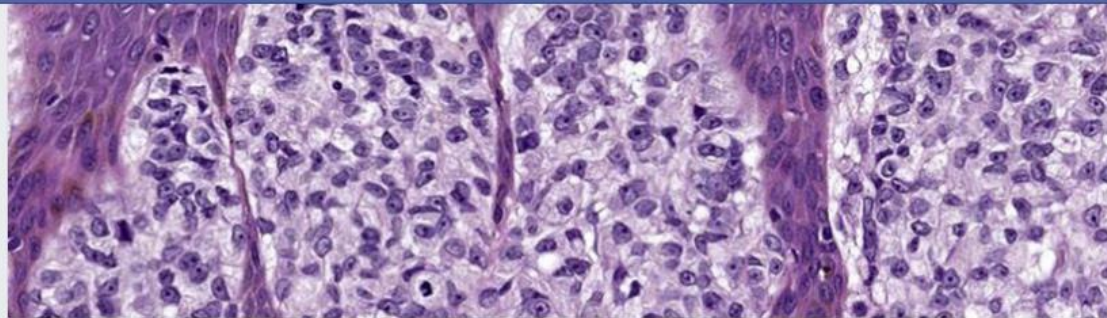
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### Shortcuts

Journal of Cutaneo... 20+

UAMS Pathology 20+

Sarcoma Partnership- T...

USCAP 3

American Society o... 20+

Archives of Patholo... 20+

dfsp - DERMATOFI... 20+

AngioSarcoma Can... 20+

Surgical (anatomic)... 20+

Bone and Soft Tissu... 8

Dermatopathology

Jerad Gardner, MD 20+

International Society ... 1

Egyptian Society of Der...

UAMS Class of 2019 - ...

Write Post Add Photo/Video Live Video More

Write something...

Photo/Video Get Together Watch Party

### PINNED POST

Phillip McKee Admin · May 7, 2017

PLEASE READ When posting a case, please mark as one of three categories: #1 Challenging case for comments and diagnoses, #2 For sharing good examples of common or rare conditions for liking or commenting and #3 for teaching cases for trainees or residents. The person posting this category of case is responsible for the commentary.

Continue Reading



You, Jaime Arturo Mejia, Ed Uthman and 581 others 76 Comments

### ADD MEMBERS

Enter name or email address...

MEMBERS 8,867 Members



SUGGESTED MEMBERS Hide

#### Friends

Tony Bice Add Member

Jordan Gardner Add Member

Mehul Sheth Add Member

See More

### DESCRIPTION

To share our difficult cases in dermatopathology. Please read the tagged post and answer the membership questions.

### RECENT GROUP FILES

inbound1327299042070962869.docx Agastayaraju Anuradha Karthik updated on Sunday

See More

### CREATE NEW GROUPS

Groups make it easier than ever to share with friends, family and teammates. Create Group

# Social Media Use for Pathologists of All Ages

Jerad M. Gardner, MD; Phillip H. McKee, MD, FRCPath

Pathologists have shown an increasing acceptance of professional social media use in recent years. There are currently more than 4700 pathologists and pathology-related accounts on Twitter per an online list maintained by one of the authors (J.M.G.).<sup>1</sup> Many pathology organizations and journals have social media accounts.<sup>2</sup> Facebook, Twitter, and other social media platforms provide numerous potential benefits to the global pathology community.<sup>2-21</sup> Despite this growing popularity and acceptance, some pathologists are still reticent to use social media professionally.<sup>22,23</sup> One of the authors (J.M.G.) has given more than 60 invited lectures related to professional social media use. In discussions with many pathologists, he has often heard some variation of “but I’m too old” as a reason that many pathologists from the Baby Boomer generation or beyond choose not to use social media. To the contrary, the authors know pathologists of all ages, generations, and experience levels who effectively use social media. We suspect that many pathologists, particularly those from older generations, are still unaware of the many potential benefits of social media regardless of age or career stage.

The authors of the present work are both dermatopathologists who use social media professionally but are from different ends of the generational and career stage spectrum. J.M.G. has been in academic practice for 6 years at the University of Arkansas for Medical Sciences. P.H.M. is currently retired after having an academic career at Brigham and Women’s Hospital, The Institute of Dermatology, and other centers that spanned more than 30 years. The authors became acquainted with one another via social media in 2016. They interact often online but have yet to meet face to face “in real life.” Both authors have experienced significant benefits from using social media, and they sought to share some of those experiences here to represent different perspectives across the age/generation/career stage spectrum.

## WHICH SOCIAL MEDIA PLATFORMS DO YOU USE AND HOW?

J.M.G.: “Twitter, Facebook, Instagram (parent company: Facebook), Snapchat, YouTube (parent company: Google). I use Twitter and my public Facebook page as my main platforms for publicly sharing pathology educational content (eg, images of interesting cases, teaching pearls, links to articles or useful resources, etc).<sup>4,8,16</sup> I use Twitter for live tweeting content from pathology meetings such that pathologists who could not attend the meeting, both back home and around the world, can keep up with the cutting-edge information arising from the meeting (as well as the excitement of the social interactions at the meeting).<sup>7</sup> I use Twitter for pathology journal clubs (#pathJC and #dermpathJC) where colleagues from around the world can come together and discuss a preselected article from the published literature in real time.<sup>17</sup> I participate in Facebook groups for more in-depth discussion of cases with other pathologists.<sup>8</sup> Examples include my own dermatopathology ([www.facebook.com/groups/dermatopathology/](http://www.facebook.com/groups/dermatopathology/)) and bone and soft tissue pathology ([www.facebook.com/groups/softtissue/](http://www.facebook.com/groups/softtissue/)) Facebook groups as well as many other Facebook groups that I am a member of (including McKee Derm; [www.facebook.com/groups/mckeederm/](http://www.facebook.com/groups/mckeederm/)). I volunteer in a variety of sarcoma and other rare cancer patient Facebook support groups, where I educate patients and also learn from them about their diseases.<sup>9,15,24</sup> I also share pathology content on Instagram and Snapchat, but I post less frequently and tend to filter content to some extent on those platforms, posting images and topics that may appeal to a broader audience that includes many nonpathologists.<sup>25</sup>

I create  
YouTub  
Gardner  
tool tha  
Instead  
basic fe:



ARCHIVES  
of Pathology & Laboratory Medicine

### Article Citation:

Jerad M. Gardner and Phillip H. McKee (2019) Social Media Use for Pathologists of All Ages. Archives of Pathology & Laboratory Medicine: March 2019, Vol. 143, No. 3, pp. 282-286.



# #pathboards



**Sanjay Mukhopadhyay**  
@smlungpathguy



Following

Serous cystadenoma, pancreas @CArnold\_GI  
@PancPathologist @djaiims @btgxo  
@yanling60 @H\_Elshoni #gipath #pathboards



RETWEETS 50 LIKES 69

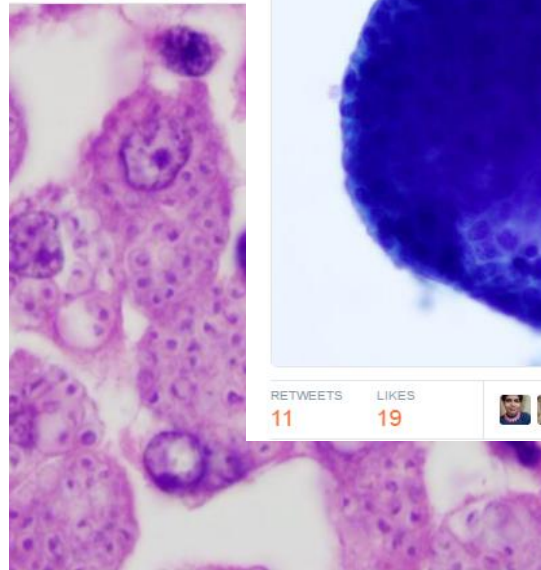


2:55 PM - 9 Jun 2016

Cleveland, OH

hopadhyay  
uy

disseminated I  
pathboards #cel  
enMD @JMGa  
t03



RETWEETS 74 LIKES 117



6:32 PM - 20 Apr 2016

Cleveland, OH

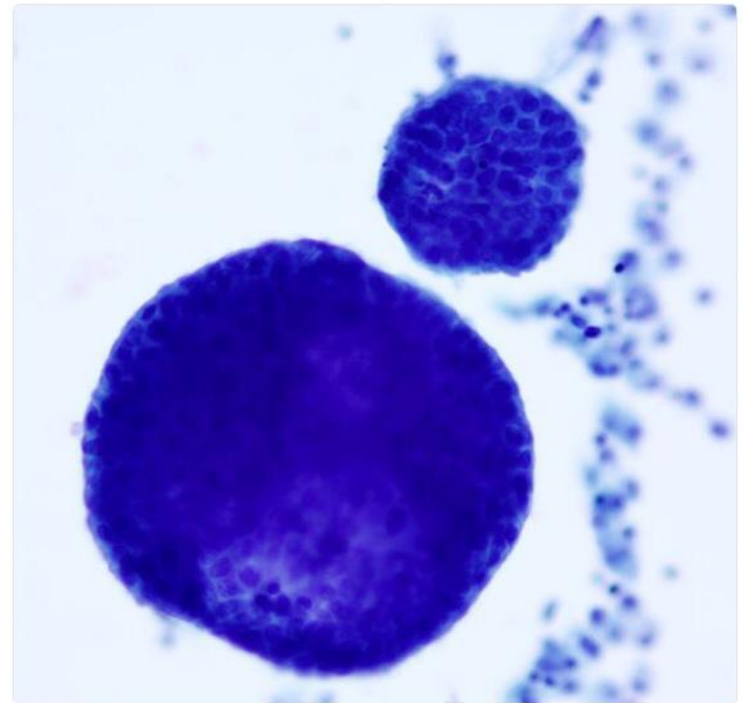


**Ross A Miller MD**  
@rmille01



Following

Female, pleural effusion.  
Check out cytoatlas for the dx!  
@marenwhymd @DrJDBoyd #cytopath



RETWEETS 11 LIKES 19





# Twitter Homework




**Christina Arnold, MD**  
@CArnold\_GI FOLLOWS YOU

[#GI](#) [#SoftTissue](#) [#Pathology](#) [#OSU](#)  
[#PSIG](#) [#TraineeAdvocate](#) Author of Atlas of Gastrointestinal Pathology: A Pattern Based Approach to Non-Neoplastic Biopsies


[Columbus, OH](#)

[pathology.med.ohio-state.edu/ext/Faculty\\_pa...](http://pathology.med.ohio-state.edu/ext/Faculty_pa...)

Joined October 2014




**Christina Arnold, MD**  
@CArnold\_GI





 [Following](#)

[@JMGardnerMD](#) [@smlungpathguy](#) board prep so much easier w [#pathboards](#) & [#knoworfail](#). mike & I give "twitter homework" to encourage trainees

RETWEETS	LIKES
4	13



11:06 AM - 29 Jul 2016

  4  13 

# #pathjc (Twitter pathology journal club)

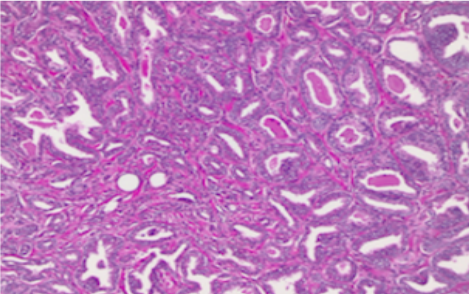
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## PathJC - Pathology Journal Club

Latest Comments



PubMed Commons Journal Club member since September 2016

Genevieve Crane (UT Southwestern) serves as guarantor for this PubMed Commons Journal Club.

Our goal is to discuss research and articles on the forefront of the field of pathology. Journal club discussions are conducted once a month on the social media platform Twitter, using the hashtag [#pathjc](#) and using [@Path\\_JC](#) as the official handle. Twitter allows for open international discussion of articles and is free to all—you can follow the discussion without a Twitter account but will need an account to participate and ask questions (which is the fun part!). PathJC is organized by the founders for educational purposes only. It is not medical advice. It is not formally affiliated with any journal or any pathology organization, nor with the employers of any of the PathJC founders.

### PathJC founders

- Christina Arnold ([@CArnold\\_GI](#))
- Michael Arnold ([@MArnold\\_PedPath](#))
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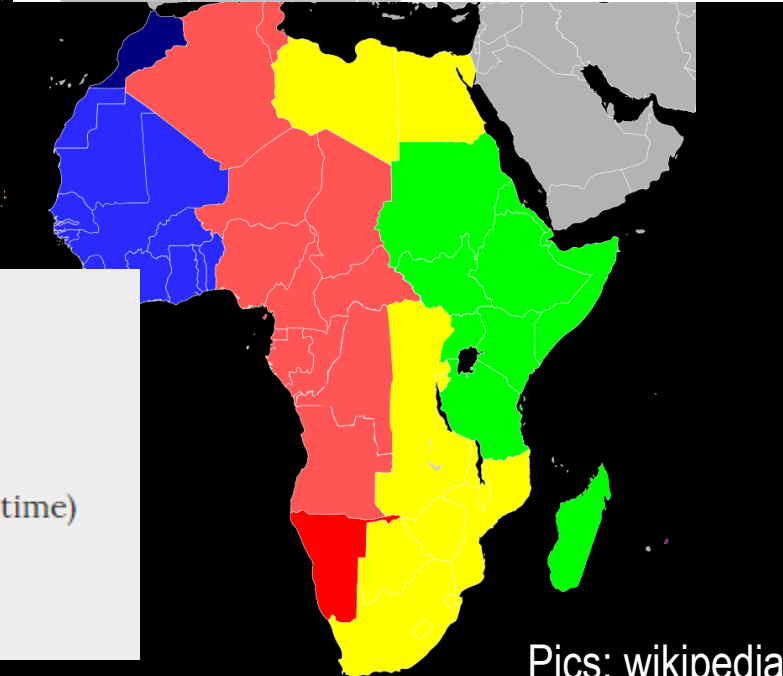
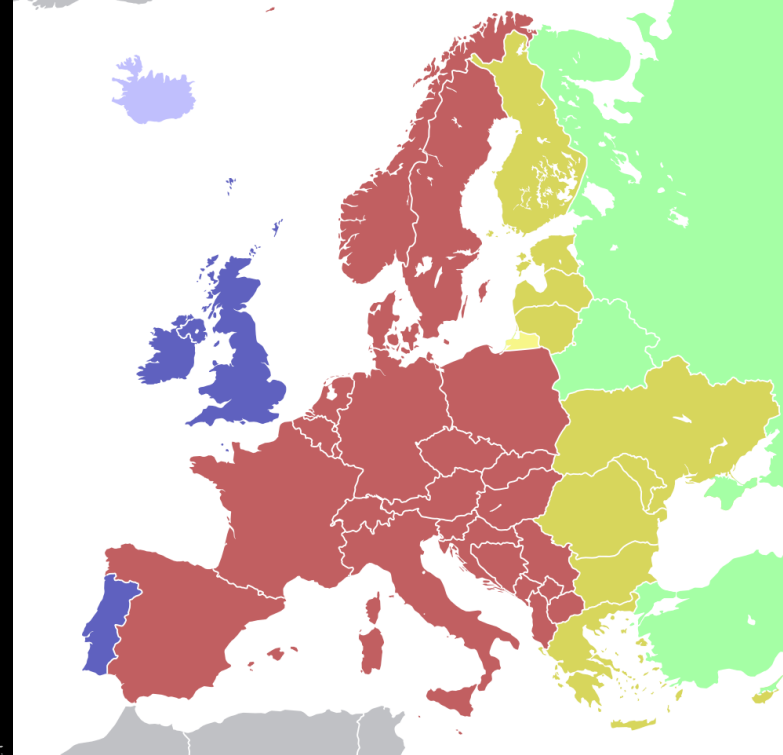
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The founders of the Pathology Journal Club are:

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Sara Jiang @[Sara\\_Jiang](#)  
Matthew Wasco @[Gleason4plus5](#)  
Sean Williamson @[Williamson\\_SR](#)

The #EuroTime #PathJC team are:

Eduardo Alcaraz @[edusqo](#)  
Claudio Bellevicine @[pathologyfinder](#)  
Rita Carvalho @[ritaescarvalho](#)  
Eva Comperat @[evacomperat](#)  
Laura Guerra @[DraEosina](#)  
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## How do I participate?

Get on Twitter at the journal club times

- Americas time zone: Tuesday, 9 pm EST / 8 pm CST,
- #EuroTime: Wednesday, 9pm CEST (central summer european time)

Follow the hashtag [#pathjc](#) and [@Path\\_JC](#). More details [here](#).



# #dermpathJC

The Dermatopathology Online Journal Club



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## Introducing #dermpathJC

Posted on March 28, 2017 by [dermpathjc](#)

The 1st Dermpath Online Journal club brought to you by the ASDP Social Media Subcommittee. Twitter handle: [@dermpathJC](#). Twitter hashtag: [#dermpathJC](#).

[| Leave a comment](#)

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**DermpathJC** @DermpathJC · Mar 14



Replying to @DermpathJC @JMGardnerMD and 25 others

Save the Date! Next #dermpathJC is scheduled for 03/28/2019, 9pm EST. Open access article from @ArchivesPath. Cutaneous metastases... how would you approach them?! 😊 😊 Link: [doi.org/10.5858/arpa.2...](https://doi.org/10.5858/arpa.2018-0051-RA)

#dermpath #pathology #dermatology

## Cutaneous Metastases

### A Review and Diagnostic Approach to Tumors of Unknown Origin

*Gabriel Habermehl, MD; Jennifer Ko, MD, PhD*

• **Context.**—Cutaneous metastases from a distant malignancy are a diagnostic challenge for pathologists. Secondary involvement of the skin by a metastatic process portends a much worse clinical prognosis than any primary cutaneous malignant mimickers. Immunohistochemical staining methods continue to evolve and are of paramount importance in diagnosis.

**Objective.**—To review the clinical, histopathologic, and immunohistochemical staining patterns for commonly encountered entities and discuss potential pitfalls in diagnosis. A practical guide useful in approaching cutaneous metastases of unknown primary is outlined.

**Data Sources.**—An extensive search and review of literature in PubMed was performed, processed, and condensed.

**Conclusions.**—Cutaneous metastases have broad histopathologic patterns. They are nearly always dermal based, with an overall foreign appearance. They can be single papules/nodules or multiple in number, mimicking an inflammatory or infectious process. Ultimately, immunohistochemistry remains an essential diagnostic tool, and clinical correlation is paramount in the workup of these entities.

(*Arch Pathol Lab Med.* doi: 10.5858/arpa.2018-0051-RA)







Jerad Gardner, MD

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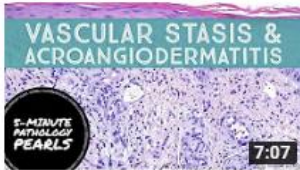
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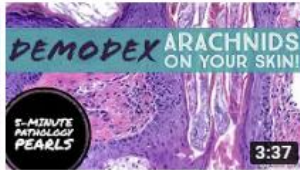
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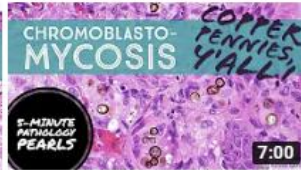
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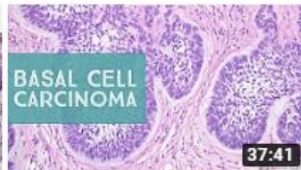
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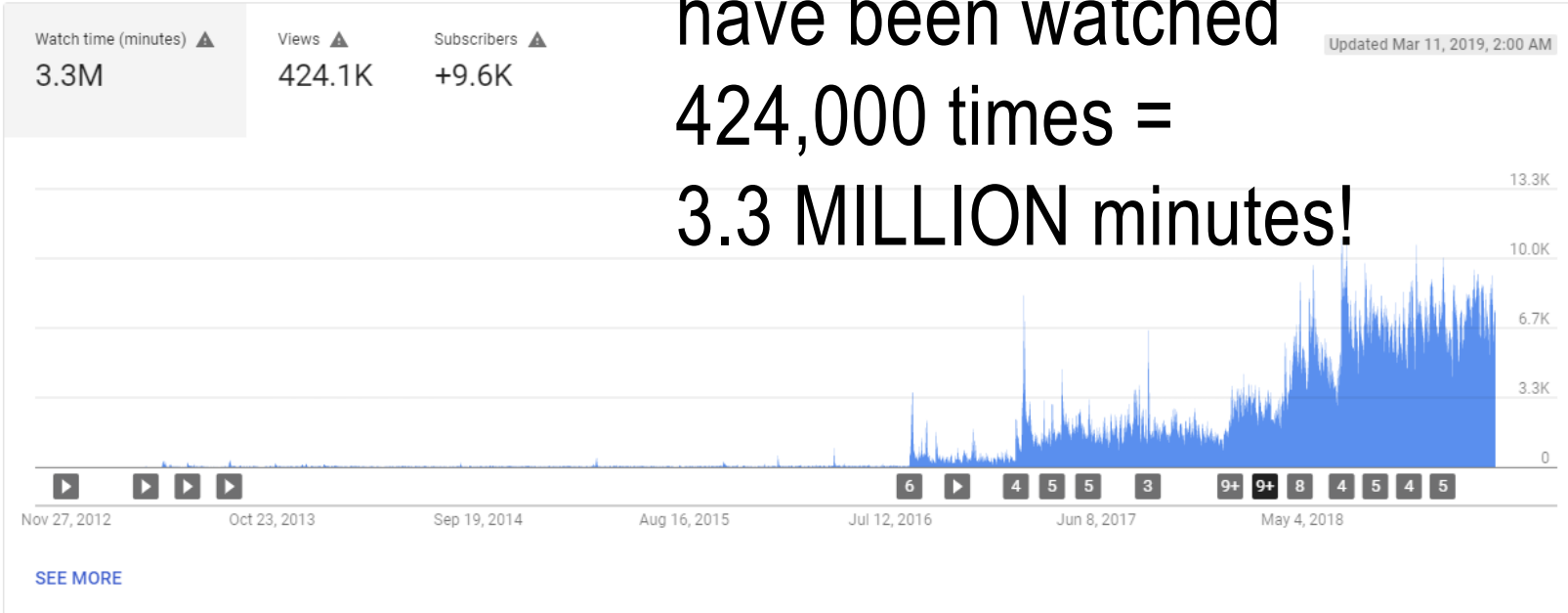
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Overview Reach viewers Interest viewers Build an audience

My pathology videos have been watched 424,000 times = 3.3 MILLION minutes!



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Dermath Board Review: 100 Classic Cases	338.1K
Basic Dermath Cases - Explained by a Dermatopathologist	315.4K
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Basal Cell Carcinoma (BCC) - Dermath Basics Explained b...	124.4K



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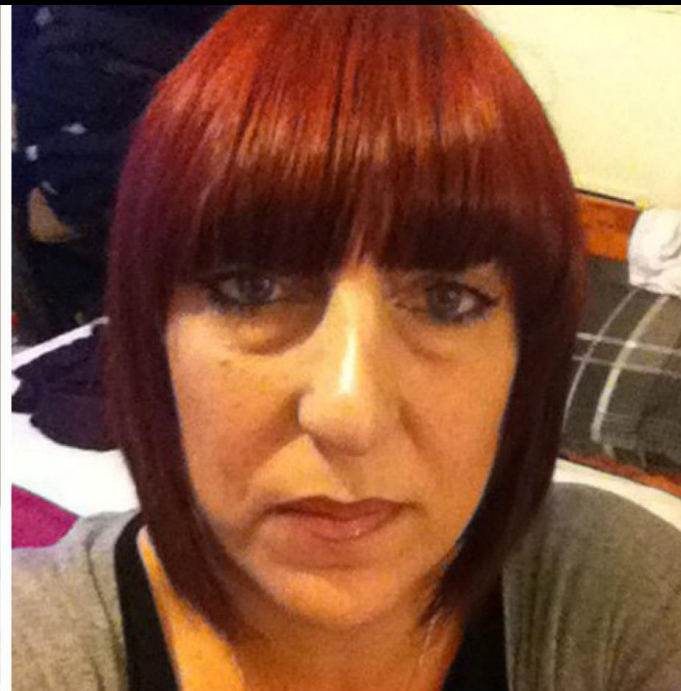
● Updating live






My pathology videos are viewed 24/7/365  
I'm teaching constantly, even when I'm sleeping!



# Patient Advocacy



 dfsp - dermatofibrosarcoma protuberans 


 Jerad

**All** Posts People Photos Videos Marketplace Pages Places Gro

### Filter Results

**POSTS FROM**

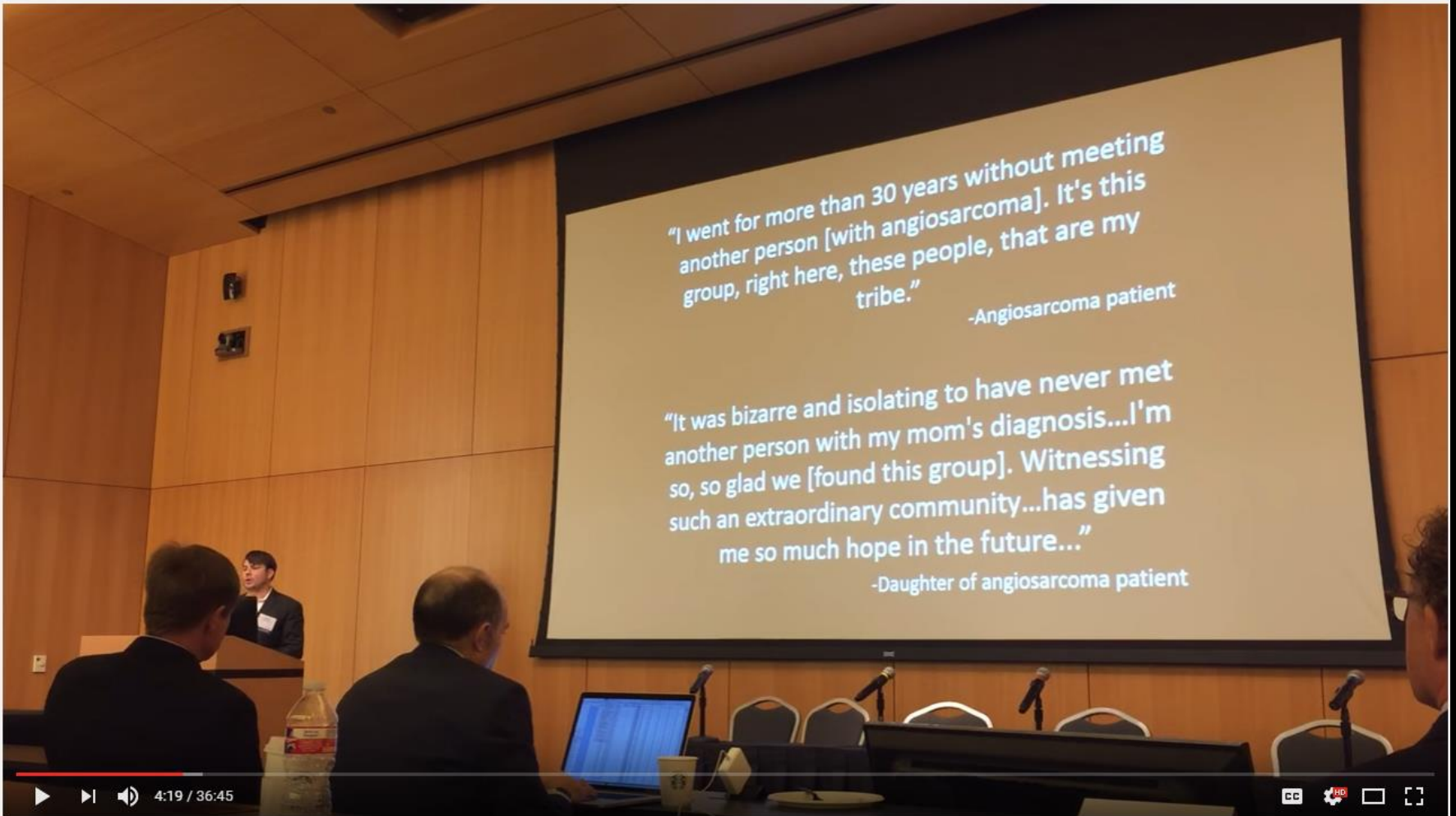
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- You
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**dfsp - DERMATOFIBROSARCOMA  
PROTUBERANS** ✓ Joined

Group · Member since March 2014

Worldwide · This group was created in 2008 by Pip Motson Caliskan, who is located in the United Kingdom. Pip created...  
6 members said they work at UAMS - University of Arkansas for I



### Pathologist Involvement in Patient Support Groups on Facebook



Jerad Gardner

Subscribed

817

Download 720

Download 1080

469 views



@JMGardnerMD

# 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

• **Context.**—Patients with rare tumors have difficulty finding reliable information about their disease. Facebook patient support groups allow patients to educate one another.

**Objective.**—To investigate how these patients perceive the value of pathologists, both in Facebook groups and real-world patient care.

**Design.**—Survey links were posted in 12 Facebook patient groups: 6 with an active pathologist member (angiosarcoma, epithelioid hemangioendothelioma, epithelioid sarcoma, dermatofibrosarcoma protuberans [×2], and desmoid fibromatosis), and 6 without “active” pathologist involvement (aggressive angiomyxoma, chondrosarcoma, Ewing sarcoma, leiomyosarcoma, liposarcoma, and osteosarcoma).

**Results.**—A total of 542 people responded (403 were patients): 264 from groups with a pathologist, and 278 from groups without active pathologist involvement. Of groups with an active pathologist, respondents agreed the pathologist’s posts helped them better understand their disease

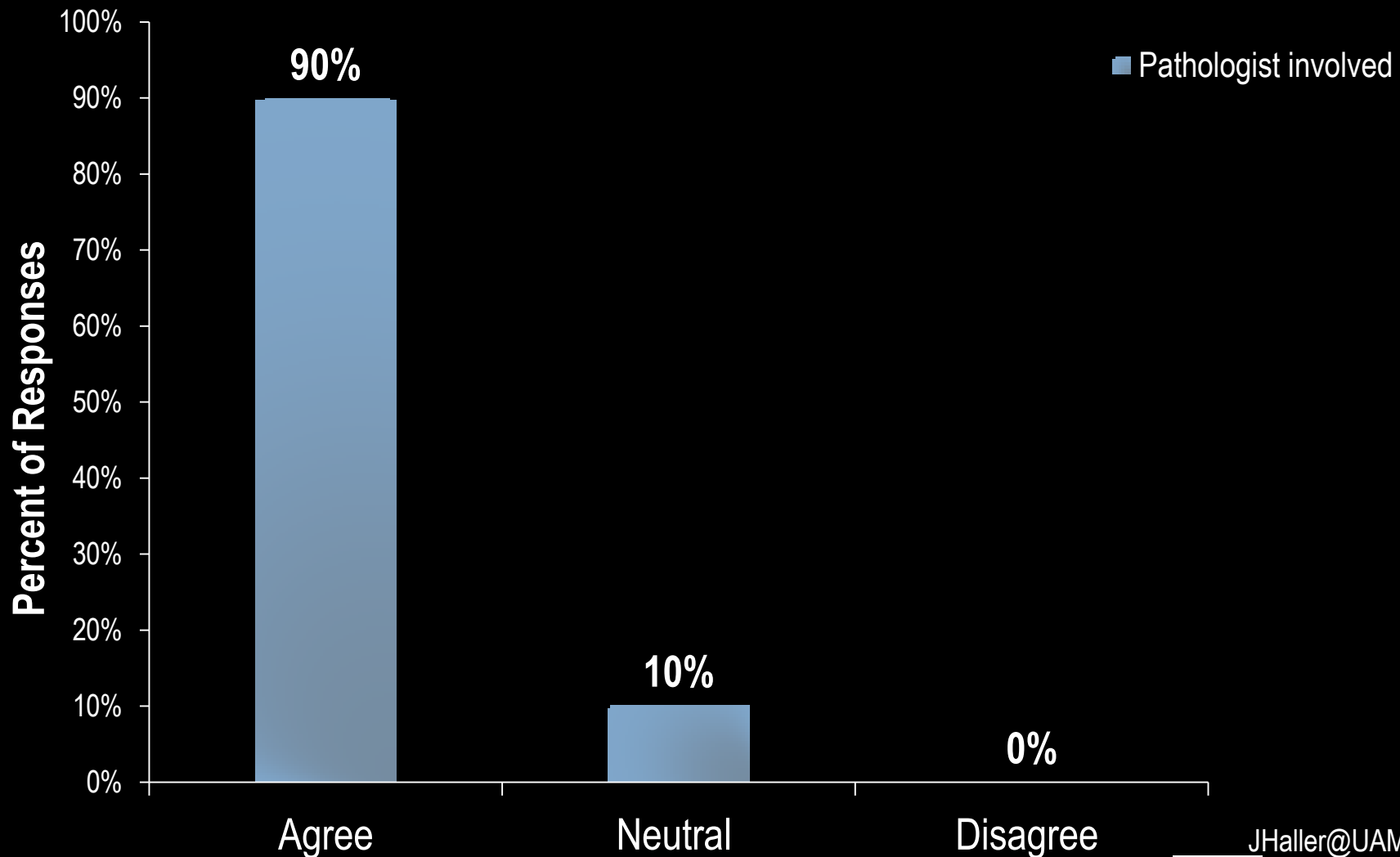
(107 of 119; 90%) and relieved some of their disease-related anxiety (92 of 119; 77%). And for these groups 98% (117 of 119) of respondents agreed that having a pathologist in their group was a good thing; 83% (192 of 232) wanted more pathologists involved. More respondents from groups with an active pathologist (219 of 236; 93%) than without one (215 of 252; 85%) agreed: “pathologists are an important part of the patient care team for patients with cancer and other rare tumors” ( $P = .008$ ).

**Conclusions.**—This study is the first to evaluate the impact of pathologist interaction with Facebook patient support groups and to assess perceptions about the specialty of pathology from a large group of patients with rare tumors. Pathologist involvement in Facebook patient groups appears to positively influence patient perception of the importance of pathologists. We hope these data will encourage more pathologists to participate in Facebook patient support groups.

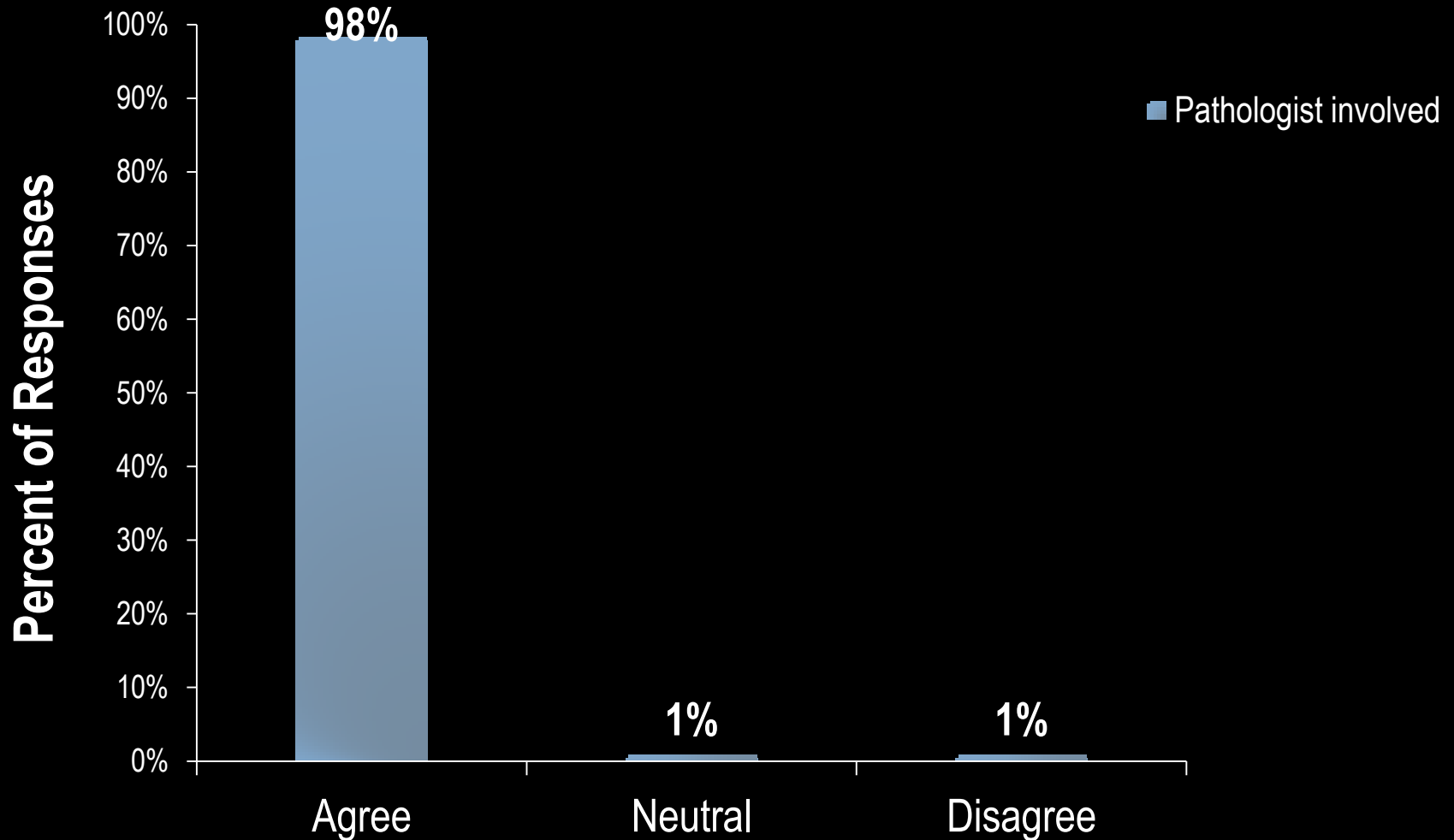
(*Arch Pathol Lab Med.* doi: 10.5858/arpa.2017-0408-OA)



# THE PATHOLOGIST'S POSTS HELPED ME UNDERSTAND MY DISEASE.



# OVERALL, HAVING A PATHOLOGIST INVOLVED IN THIS GROUP IS A GOOD THING.



JHaller@UAMS.edu

@JHallerMD2B





Marilyn M. Bai  
Katherine A. Galagan



## How Angiosarcoma and Facebook Changed My Life

*Jerad M. Gardner, MD*

**A** restaurant in Seattle. A hotel lobby in Boston. My living room in Little Rock. Disney World. Two years ago, I would never have imagined that I would be met and warmly embraced by angiosarcoma patients and their family members in these unusual locations. I would have thought it unlikely that I would *ever* meet or interact with even a single patient with this rare aggressive blood vessel cancer, even though I am a sarcoma pathologist who has diagnosed this tumor many times. Most pathologists rarely meet their patients face to face, and many cancer patients mistakenly think it is their oncologist or surgeon who diagnoses their cancer, rather than their pathologist.

Two years ago, I joined an angiosarcoma patient support group on Facebook. I introduced myself as a pathologist who

out the last of her strength to ease the suffering of others. I still stand in awe of that level of compassionate devotion.

Finally, this group taught me that pathologists still possess the art of healing. Yes, we know that the diagnoses we make are crucial to patient care, but we often feel that since we do not *treat* patients, we cannot *heal* patients. We forget that healing does not always equal treatment or cure. A year ago, I asked group members if they would share pictures of their own angiosarcoma (it often arises in the skin) for a lecture I was giving to educate my medical colleagues. Of the numerous pictures that flooded my inbox, one stood alone and always will in my mind: Cindy, just prior to her death, her once lovely face now graphically disfigured by angiosarcoma. My audience sat in stunned silence at her visage. She is the face of angiosarcoma that they will never forget. I know I will never



# SURVEY (2016)

- Surveyed my followers for feedback re: my social media teaching
- (I actually included results in my application packet for promotion to Associate Professor with tenure)



# 1110 responses from 85 countries in 4.5 days

## Social Media Evaluation for Jerad ...

Summary

Design Survey

Collect Responses

Analyze Results

### DESIGN SUMMARY



**Social Media Evaluation for Jerad Gardner, MD Promotion to Associate Professor**

Created on 7/9/2016

✓ Questions: 7, Pages: 1

✓ Survey language: English

✓ Theme: Sky

No logo added



No logic added



Edit Design

Preview Survey

### SEE HOW YOUR RESULTS STACK UP

Use benchmarks to see how your results compare to industry leaders and get the context you need to:

- ✓ Assess performance metrics more accurately
- ✓ Set realistic goals

### RESPONSE SUMMARY

SURVEY ALERTS: ON

**1,110**

Total Responses

**CLOSED**

Overall Survey Status

#### Collectors

[Web Link 1](#)

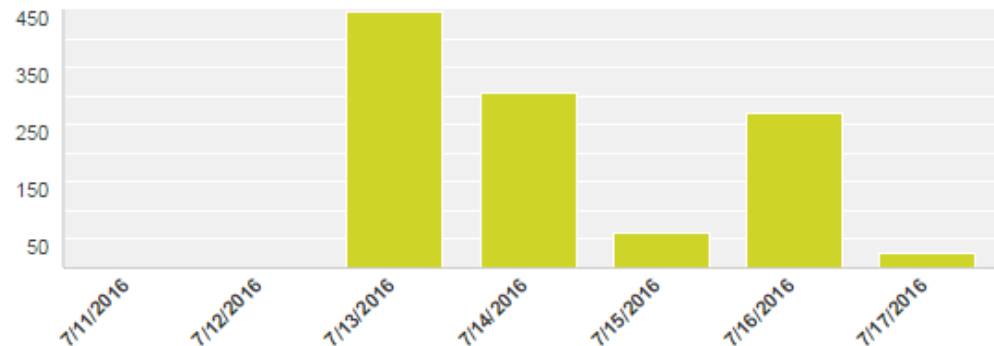
Responses: 1,110

Since 7/13/2016

CLOSED

#### Responses Volume

7/11/2016 - 7/17/2016



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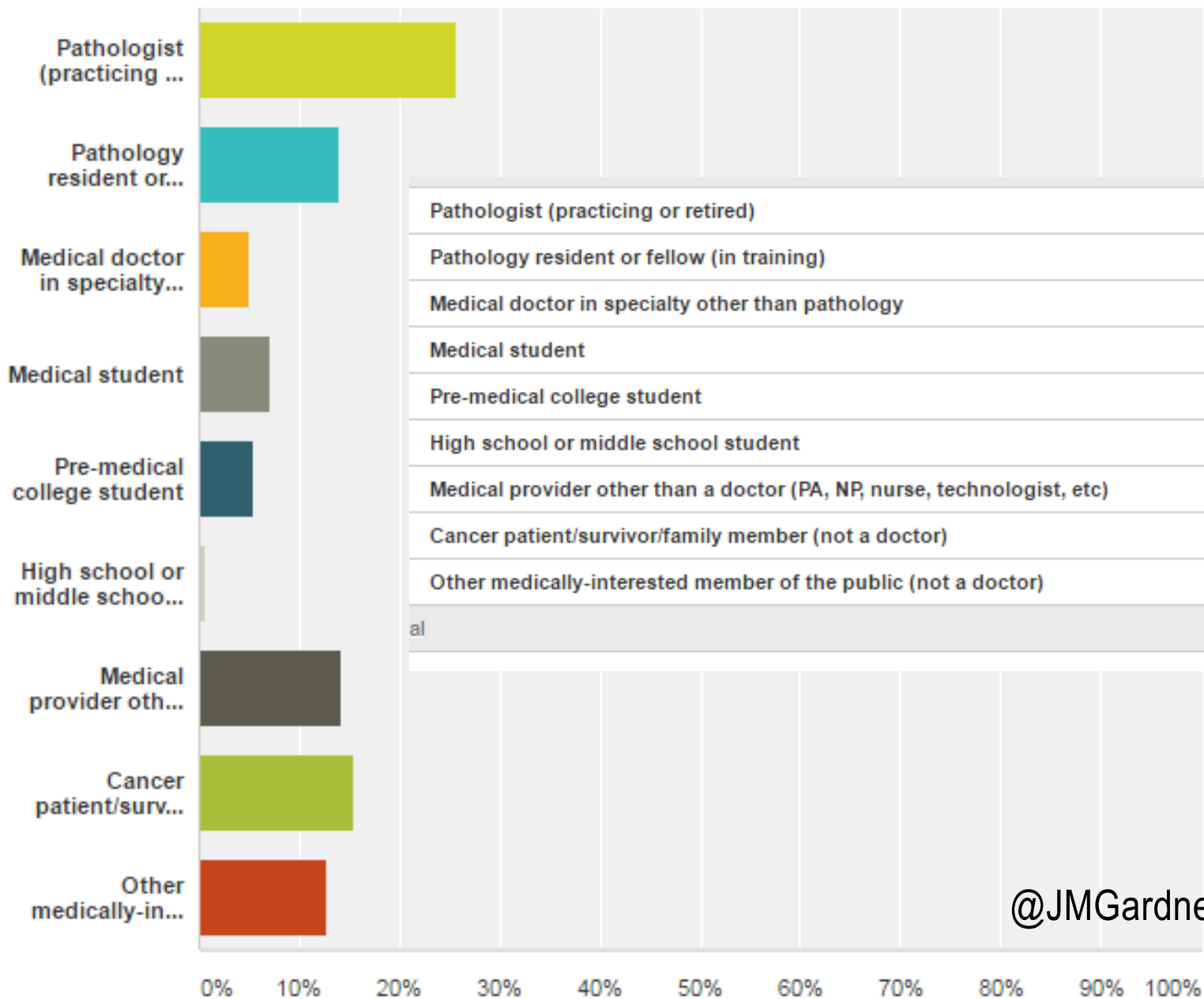


@JMGardnerMD

# GLOBAL REACH

USA	610	South Africa	3	Nepal	1
India	109	Russia	3	Ecuador	1
Canada	46	Norway	3	Croatia	1
England	45	Iran	3	Lebanon	1
Australia	28	Dominican Republic	3	Switzerland	1
Brazil	18	Syria	3	Greece	1
Pakistan	18	UAE	3	Rep. of Moldova	1
Malaysia	16	Jordan	3	South Korea	1
Turkey	12	Venezuela	3	Estonia	1
Sweden	8	Nigeria	3	Panamá	1
Spain	8	Austria	3	Trinidad & Tobago	1
Saudi Arabia	8	Thailand	3	Dutch Antilles	1
Denmark	6	Viet Nam	3	Kuwait	1
Germany	6	Afghanistan	2	Haiti	1
México	6	Chile	2	Sri Lanka	1
Egypt	6	Scotland	2	Sudan	1
Ireland	6	Bahrain	2	China	1
Romania	6	New Zealand	2	Wales	1
Algeria	5	Serbia	2	Bermuda	1
Iraq	5	Colombia	2	Albania	1
Italy	5	Honduras	2	Ukraine	1
Indonesia	5	Liberia	2	Uruguay	1
Finland	4	Slovenia	2	Morocco	1
The Netherlands	4	Costa Rica	2	Yemen	1
Philippines	4	Myanmar (Burma)	2	Japan	1
France	4	Tunisia	1	Bangladesh	1
Argentina	4	Congo DRC	1	Libya	1
Oman	4	Macedonia	1		
Poland	4	Bolivia	1		

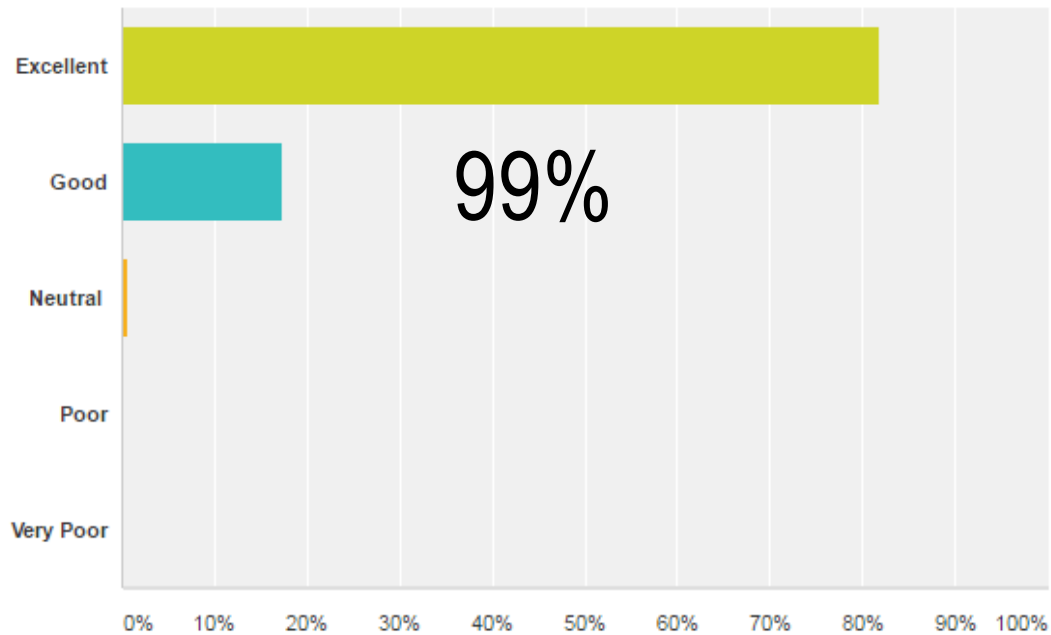




@JMGardnerMD

# How would you rate Dr. Gardner's TEACHING SKILLS based purely on his social media posts about pathology and medicine (on Facebook, Twitter, Instagram, or Youtube)?

Answered: 1,107 Skipped: 3



Answer Choices	Responses
▼ Excellent	81.93% 907
▼ Good	17.25% 191
▼ Neutral	0.54% 6
▼ Poor	0.00% 0
▼ Very Poor	0.27% 3
Total	1,107

@JMGardnerMD

# FREE-TEXT COMMENTS (N=1000)

**“I am a Professor of Pathology at a large tertiary academic center and strongly feel that Dr. Gardner has helped foster a vibrant online community of Pathology residents, fellows, and faculty that did not exist previously.”**

**“I wish I had a professor like him! I could even state he is the professor from which I learn the most, although he doesn't even live in my own country!”**

**“He is awesome!!! I'm so glad he has interest in DFSP (a rare cancer), I feel he is the voice for our disease.” – DFSP patient**

**“I've used one of your posts to make a diagnosis! (I'm an internist)”**

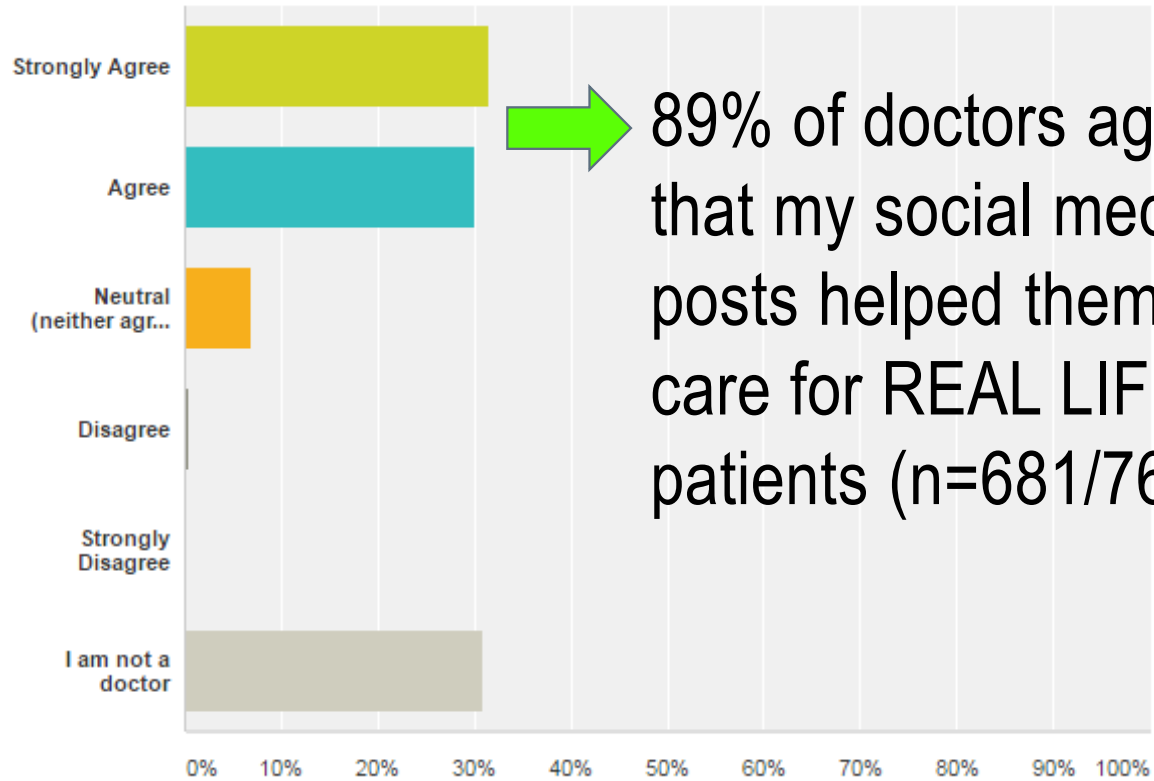


Impact is more important than metrics

**Dr. Gardner's social media posts about medicine or pathology have helped me improve the way I practice medicine (enabling me to better care for or diagnose my own patients in real life).**

Answered: 1,104   Skipped: 6

Answered: 1,104 Skipped: 6



Answer Choices	Responses
Strongly Agree	31.61% 349
Agree	30.07% 332
Neutral (neither agree nor disagree)	6.79% 75
Disagree	0.36% 4
Strongly Disagree	0.18% 2
I am not a doctor	30.98% 342
Total	1,104



Whatever we are trying to accomplish as teachers...

Social media can help us do it faster, bigger, ~~better~~.

**BeST!**

Our students are on social media

We should be willing to teach in the way that they learn

*“You can never repay your mentors...*

*You can only pay them forward”*

-Thomas Helm, MD









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AMA Journal of Ethics. August 2016, Volume 18, Number 8: 817-825.  
doi: 10.1001/journalofethics.2016.18.08.stas1-1608.

STATE OF THE ART AND SCIENCE



## Pathology Image-Sharing on Social Media: Recommendations for Protecting Privacy While Motivating Education

Genevieve M. Crane, MD, PhD, and Jerad M. Gardner, MD

### Abstract

There is a rising interest in the use of social media by pathologists. However, the use of pathology images on social media has been debated, particularly gross examination, autopsy, and dermatologic condition photographs. The immediacy of the interactions, increased interest from patients and patient groups, and fewer barriers to public discussion raise additional considerations to ensure patient privacy is protected. Yet these very features all add to the power of social media for educating other physicians and the nonmedical public about disease and for

Call for Images of Healing and Learning

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# Keep Calm and Tweet On

## Legal and Ethical Considerations for Pathologists Using Social Media

*Jerad M. Gardner, MD; Timothy C. Allen, MD, JD*

• Recent privacy breaches by a major social media company have again raised questions from some pathologists regarding the legality and ethics of sharing pathology images on social media. The authors examined ethical principles as well as historic and legal precedents relevant to pathology medical photography. Taking and sharing photographs of pathology specimens is embedded into the culture of the specialty of pathology and has been for more than a century. In general, the pathologist who takes the photograph of a gross or microscopic specimen owns the copyright to that photograph. Patient consent is not legally or ethically required to take or use deidentified photographs of pathology specimens. Current US privacy laws (Health Insurance Portability and Accountability Act [HIPAA] of 1996) permit public sharing of deidentified pathology photographs without specific patient consent, even on social media. There is no case law of action taken against pathologists for sharing deidentified pathology images on social media or elsewhere. If there is any legal risk for pathologists or risk of patient harm in sharing pathology photographs, it is very small. The benefits of professional social media use for pathologists, patients, and society are numerous and well documented in the literature.

(*Arch Pathol Lab Med.* doi: 10.5858/arpa.2018-0313-SA)

billion active monthly users as of April 2018.<sup>4,5</sup> We are not passing judgment on Facebook; however, this episode and the resulting public and governmental responses prompt a renewed consideration of the effect of privacy issues on pathologists using social media. As strong and long-time public advocates of the many benefits of social media for pathologists and other physicians, we have often responded to concerns of social media-wary pathologists.<sup>6-9</sup> We now address concerns raised by the Facebook privacy breach and subsequent enhanced scrutiny of social media privacy to provide evidence to help pathologists better understand the concrete benefits of social media, as well as any real risks or potential pitfalls to be avoided to continue using social media professionally for the betterment of our patients, our colleagues, and the pathology profession.

Social media provides value to pathologists. Facebook, Twitter (San Francisco, California), YouTube (parent company: Google, Mountain View, California), Periscope (parent company: Twitter), Instagram (parent company: Facebook), and other social media platforms are powerful tools for amplifying the pathologists' voice, networking with colleagues, teaching and learning pathology, and educating patients and families, payers, and policymakers about the value we provide our patients. Many methods have been used, including, among others, live and recorded pathology lectures, real-time Twitter journal clubs discussing peer-reviewed medical literature, live tweeting of information