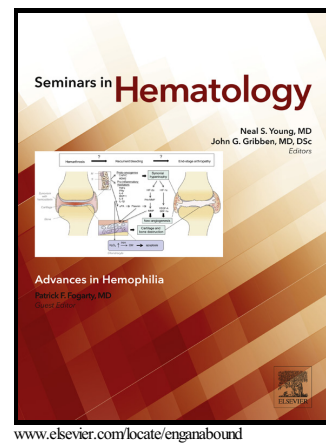


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Impact of Social Media for the Hematologist/Oncologist
Social Media and the Hematologist/Oncologist

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Short Title: Social Media and the Hematologist/Oncologist**Keywords:** Social Media, Twitter, Hematology-oncology, Cancer**Conflict of Interests:** None of the authors declare any relevant conflicts of interest.**Corresponding Author**

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Abstract

In the era of modern communication, the physician and patient relationship has evolved to include an entirely new dimension – social media. This new dimension offers several opportunities for patient education, research and its dissemination, professional development for healthcare providers and can serve as a platform for addressing important public health issues. However, these advantages come with challenges such as threats to patient and professional privacy. We dissect the benefits and drawbacks of this social evolution on the practicing hematologist-oncologists. We also perform a review of the current literature on the integration of social media in the practice of Hematology/Oncology, examine available guidelines for information exchange between healthcare professionals, industry, pharmaceutical companies, advocacy groups and patients, and offer ways to create its seamless integration into clinical hematology-oncology practice.

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