

***Science and Engineering Council of Santa Barbara:
January Luncheon***

Elephant Bar Restaurant, Thursday January 14, 2010, 12:00-1:30

----- *This Month's Topic* -----

Social Networking in Health Care and Medicine

Social Networking on the Internet has taken the healthcare industry by storm. Once restricted to portals and online digests of medical symptoms, social networking sites related to healthcare now form an indispensable means for physicians to communicate, for patients and physicians to interact in real-time, and for consumers to manage disease and wellness in a huge public audience.

How did social networking in medicine and healthcare arise? What are the benefits to physicians and consumers of complete access to the latest medical information online? What is the role of social media – blogs, webcasts, virtual communities – in empowering “healthcare consumers” to get well and stay well? What technology and marketing trends will drive the growth of social networking systems as a business venture and as a public service?

Please join the SEC as a panel of medical and healthcare experts discusses these and other far-reaching changes in the medical landscape.

----- *Presenters* -----



Moderator: George Konstantinow, SEC Outreach Chair and IEEE Central Coast Section Chair

Christopher Geiler MD, Diplomate, American Board of Internal Medicine; Director of chartMedica LLC and Founder of Medicues, two leading-edge medical enterprises in the social networking and healthcare space



Christina Thielst, FACHE, Hospital Administrator, Healthcare Blogger, and Author of *Social Media in Healthcare* (in press)

Gale Wilson-Steele, Founder of MedSeek, Inc., Founder & CEO of Health Media Syndicate LLC, and leading entrepreneur in healthcare information technology, marketing, and ad syndication

----- *Other Information* -----

\$15 SEC members, \$20 non-members.

Information: Barbara Keaney (E-mail scieng@silcom.com) or call (805) 684-4927.

Reservations not required. Visit our web page at <http://www.scieng.org>

Elephant Bar Restaurant: 521 Firestone Road, off Hollister, near airport administration in Goleta.



From the Co-Presidents: Happy New Year! Thank you to all who have renewed their membership for 2010 and made contributions to SEC's Scholarship Fund. If you have not as yet renewed, please take a moment now and do so soon. We look forward to seeing you in January for this exciting program. Please note that as announced at the December luncheon meeting the luncheon cost for members is increased from \$14 to \$15 effective in 2010. **Tim Murphy and Gary Kravetz**

Our 50th Year!

Please Note: luncheon seating is limited and available on a first-come basis.

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