

INTERNAL MEDICINE PEARLS

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ABSTRACT

TikTok is an increasingly popular social media platform with over 14 million users. It is widely used in the younger generation (64.55% of the users are in the age 19-32 years old.). TikTok ads reach approximately 60% of all adults aged 18 and above at the start of 2022. Currently trending as a marketing tool, TikTok has the potential to be an educational instrument.

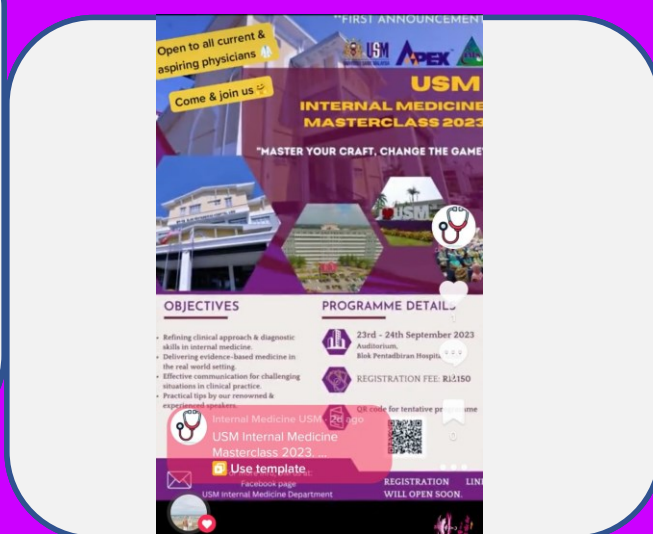
The viral impact of TikTok can therefore be utilised in the field of medicine to spread clinical knowledge and skills. This application offers functions such as background music, voiceover and video editing, making learning fun and appealing. Internal Medicine Pearls is an initiative to provide a learning aid on TikTok by sharing quick facts on medical conditions. TikTok features enable visual and auditory learning that facilitates better understanding of the topics presented. TikTok also has 'LIVE' function which can be used for interactive live discussion on certain subjects.

OBJECTIVE

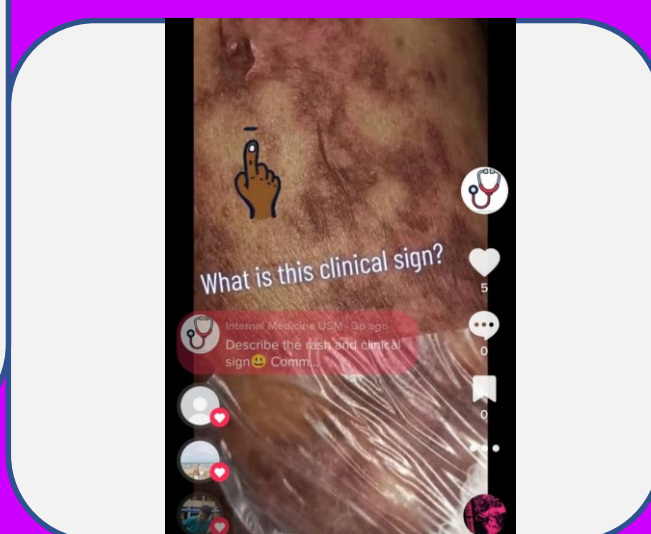
1. To promote TikTok as a new platform to disseminate medical knowledge among medical students (undergraduate or post graduate students).
2. To enhance the capacity of students in learning and understanding medical topics in a more interactive approach.



Demonstration of inhaler technique



Promotion of Internal Medicine Masterclass



Photos of clinical signs

ADDED VALUES

- **Interesting and engaging** teaching aid to help students learn medical topics.
- **Promoting USM** as an established learning institution by providing educational contents on social media.

USEFULNESS

1. **Easily accessible** online videos through a free social media platform, **downloadable** & easily shared on various platforms including Whatsapp, Facebook, Twitter and Instagram.
2. Short videos comprising **compact explanation** on medical topics with appealing images/graphics & catchy background music creating a better understanding of medical topics and aiding memorisation of medical facts.

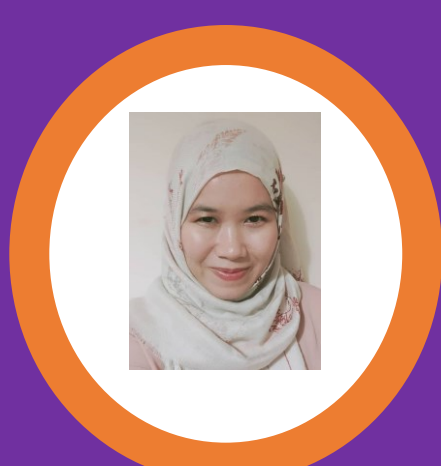
COMMERCIALIZATION POTENTIAL

Monetisation is achievable by reaching >10 000 followers and having >100 000 views over 30 days. This in turn can be used to advertise educational activities organised by USM e.g. workshops and conferences.



RECOGNITION

Our team would like to express gratitude to the members of the Internal Medicine Department, Pharmacy Department & Haematology Department of School of Medical Sciences, University Sains Malaysia for contributing contents for the Internal Medicine Pearls TikTok account to date.



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