

2018 AAD 學習心得

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每年看著學長姐會前興奮的討論去AAD要參加什麼課、採購皮鏡冷凍槍手術器械等，會後的精彩分享，都很期待著什麼時候輪到自己。

今年很榮幸獲得露得清獎學金補助，終於去體驗一下這場皮膚醫界的盛事。



一下飛機丟包完行李我就直奔會場參加AAD的Global Education Day，那因為這應該是比較少人去聽的(我沒有玩樂心得，學術的也在月會報了)所以這篇就分享這天兩堂有趣的東西吧~

第一場分享拿到專科後留醫院訓練fellow或出去private practice，關於訓練fellow，Is it worth it financially? One more year of resident salary; Moving expenses; Cost of setting up a lab/Mohs practice; Currently you don't need to be fellowship-trained to do dermpath, peds derm, cosmetic derm or Mohs; No shortage of academic jobs，以上看起來都跟台灣現況一樣，那訓練fellow是否會讓我們成為一個更快樂的醫師呢? Pediatrics 2015十月有一篇研究說the fellowship-trained group was more likely to report learning opportunities in their work environment; Postgrad Med J 2014七月有一篇說Higher levels of subjective happiness; Female physicians seem to garner a much larger gain in satisfaction than male fellowship graduates。講者又提到面對burnout時，the Zen of Modern Medicine – Remember why you went into medicine; Most of the rewards are not monetary in nature! 包含了intellectual stimulation、ability to make a difference、altruism、respect、opportunities to teach。Find a job you truly love...and never work another day of your life. It's all fun. 講者說，身為皮膚科醫師，I genuinely love what I do and it's a privilege to get to teach and to practice derm and dermpath everyday – WE'RE LIVING THE DREAM。

Hassan Galadari這位杜拜的皮膚科醫師分享如何用社群網站行銷自己，have a business account and a personal account，他用自己開的診所當FB官方粉絲團，make sure that the personal feeds into your business account, answer and interact to a certain extent with your followers (keyword: engagement), allow yourself to come out when using the personal account, but answer in the third person for your professional. 讓帳號自然的成長，別因追蹤者或讚數不如預期而有壓力。Youtube 目前是the 2nd most popular website, 優點包括videos may be of any length and may showcase a whole array of your practice, very accessible to everyone, can monetize with increase of subscribers, seamless interface with facebook and twitter where the videos are played directly from their sites. 缺點包括videos may be of any quality so there is no standardization, time consuming to produce longer videos, when shorter videos may just be used on other social media platform (eg instagram).

他最後建議大家use and embrace social media, but do so responsibly. Educate and promote, but not at the expense of credibility. Focus on your strengths and things you are capable of. Engage with the public. Let your true self come out. 食的方面，因為聽過多位學長姐說AAD會場提供的食物又少又貴，建議要找有廚房的住處或去買麵包零食等等，其實我的心得是光是廠商贊助的午餐晚宴就很夠了，像是Global Education Day那天中午下課我發現人潮固定朝一個方向移動我就跟著一起過去，結果是到一個大廳裡面有免費buffet，當天晚上及接下來五天AAD的前四天晚上都有數個廠商贊助的晚宴，可見網頁上的Industry Non-CME program,中午在展場裡的industry expert sessions也有提供餐盒，所以其實不太需要備什麼糧食XD 再次感謝露得清與學會讓我這六天去AAD開眼界與滿滿的收穫!