



Editorial

# Swimming in the Oceans of Media Technologies

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ABOUT ARTICLE

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Dr. Rod J. Rohrich, an Editor-in-Chief of the *Plastic and Reconstructive Surgery* (USA) in the April Issue's Editorial [1] provides us with a great review of how the media influences the surgery specialties. It's the holy truth. People day by day become more interested in medical information technologies provided by social media such as Instagram, Facebook, Twitter, and Telegram. It has become normal for non-medics. Some people follow the plastic surgeon and watch how the

liposuction is performed in OR. Others follow maxillofacial surgeon watching how the fibula free flap surgery is performed [Fig 1] with the help of precise 3D printing.

The surgeons certainly are more interested in this digital movement than others.

It's a new way to find new patients, friends, colleagues, mentors and others. By sharing posts and movies, the surgeons reveal the secrets [Figs 2, 3] of the operating room, which other colleagues have not even seen.

We should meet the new challenges. We should use its advantages as well as we must become a "long term thinkers in a digital first environment" as Seave A. (2015) called Ron Moberd, CEO of Elsevier, in *Forbes* [2].



doctor.hanna

New York, New York >



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**FIGURE 1.** Instagram post of Dr. Todd Hanna (New York, USA) demonstrates the surgical plan of fibula free flap technique upon mandibular defects not only as educational case for less experienced colleagues but also informing future patients about surgical stages. It facilitates patients' understanding of the treatment and helps colleagues to get different experience.

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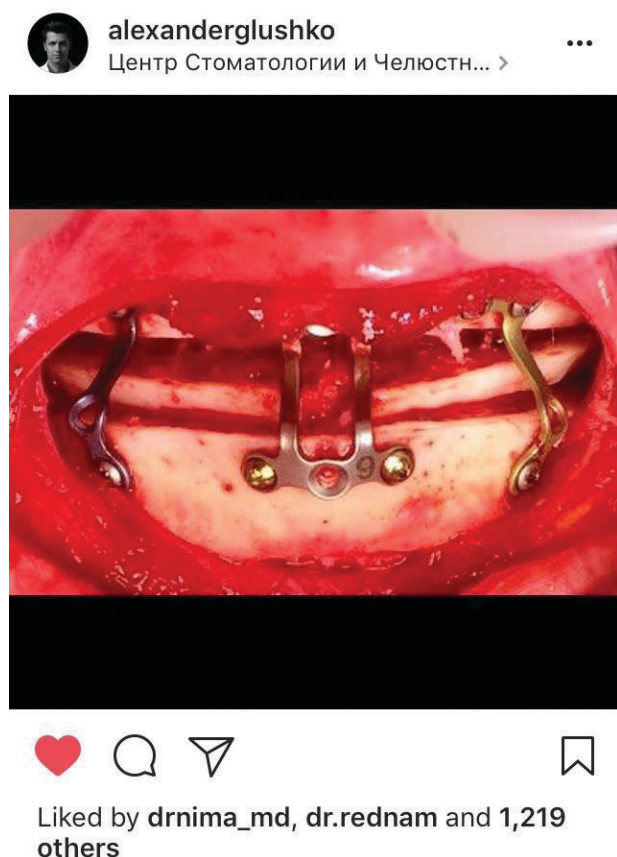
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**FIGURE 2.** Instagram post of Dr. Sunil Richardson (Nagercoil, India) demonstrating the result of treatment of Parry-Romberg syndrome – hemifacial atrophy.



**FIGURE 3.** Instagram post of Alexander Glushko, PhD (Moscow, Russia): "This is how the stepped osteotomy of the chin looks. This technique allows to achieve more stable movement, a softer transition without sharp protrusions and it almost never requires additional bone plasty".

Dr. Rod J. Rohrich made deep analysis of the whole spectrum of social media (Twitter, SnapChat, Facebook, LinkedIn, etc.). I would like to discuss Instagram with you. Please, do not judge too harshly, but yes, I created my Instagram page only in 2017. But in a short period of being an Instagram user I was impressed of its advantages and impact on maxillofacial surgery. I'm not advertising Instagram, but want to say how surgeons can benefit from it. E-mails are staying more and more boring and heavier

compared to quick to post, quick to read, and quick to answer Instagram.

We all benefit from sharing our routine surgical procedures. Our patients benefit because they become more informed. Surgeons benefit because they become more experienced and can make medical connections with specialists with whom they only dreamed of becoming in touch. And what is most important is that the development of our specialty is dynamic.

When swimming in the oceans of media technologies we should be careful not to drown in not evidence-based medical science which result in unproved achievements for both our practice and patients.

For this purpose, the *Journal of Diagnostics and Treatment of Oral and Maxillofacial Pathology* is our safe boat which can bring us with peer-reviewed science to the coast we want to reach.

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### Patient Consent

Written patient consent was obtained to publish the clinical Instagram photographs.

### References

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