

WEBVTT

NOTE duration: "00:38:55.189"

NOTE Confidence: 0.9944373

00:00:00.160 --> 00:00:02.000 Appreciate everybody joining for this

NOTE Confidence: 0.9944373

00:00:02.000 --> 00:00:03.060 OAPD workshop.

NOTE Confidence: 0.99056625

00:00:03.919 --> 00:00:05.460 It's great to have communications

NOTE Confidence: 0.99056625

00:00:05.600 --> 00:00:06.640 coming. It's stuff that we

NOTE Confidence: 0.99056625

00:00:06.640 --> 00:00:07.759 rely upon all the time.

NOTE Confidence: 0.99056625

00:00:07.759 --> 00:00:08.639 We know some of what

NOTE Confidence: 0.99056625

00:00:08.639 --> 00:00:10.320 they do and not enough.

NOTE Confidence: 0.99056625

00:00:10.320 --> 00:00:11.759 So it's great to have

NOTE Confidence: 0.99056625

00:00:11.759 --> 00:00:13.219 them filling us in.

NOTE Confidence: 0.88928926

00:00:14.964 --> 00:00:15.464 Lena,

NOTE Confidence: 0.83061314

00:00:16.005 --> 00:00:17.224 Smith Parker is gonna

NOTE Confidence: 0.93302226

00:00:17.685 --> 00:00:18.724 lead us off, I think,

NOTE Confidence: 0.93302226

00:00:18.724 --> 00:00:19.925 with a group of that

NOTE Confidence: 0.93302226

00:00:19.925 --> 00:00:21.045 are here, and I'll leave

NOTE Confidence: 0.93302226

00:00:21.045 --> 00:00:21.925 it to you, Lena. It's
NOTE Confidence: 0.93302226

00:00:21.925 --> 00:00:23.525 okay to get it started
NOTE Confidence: 0.93302226

00:00:23.525 --> 00:00:25.224 and, be introducing the rest.
NOTE Confidence: 0.99992573

00:00:25.765 --> 00:00:26.265 Absolutely.
NOTE Confidence: 0.9781242

00:00:27.230 --> 00:00:28.990 So I am obviously from
NOTE Confidence: 0.9781242

00:00:28.990 --> 00:00:30.510 the office of communications, which
NOTE Confidence: 0.9781242

00:00:30.510 --> 00:00:32.190 is a central office, which
NOTE Confidence: 0.9781242

00:00:32.190 --> 00:00:33.470 means we are paid for
NOTE Confidence: 0.9781242

00:00:33.470 --> 00:00:34.530 by all of you.
NOTE Confidence: 0.9683455

00:00:34.909 --> 00:00:36.350 And so you should therefore
NOTE Confidence: 0.9683455

00:00:36.350 --> 00:00:37.970 take advantage of us because
NOTE Confidence: 0.9683455

00:00:38.030 --> 00:00:39.489 we are your central resource.
NOTE Confidence: 0.9703705

00:00:40.190 --> 00:00:42.955 And I'm gonna have Colleen
NOTE Confidence: 0.9703705

00:00:43.015 --> 00:00:44.215 introduce I'm just gonna call
NOTE Confidence: 0.9703705

00:00:44.215 --> 00:00:45.195 on each of you. Colleen,
NOTE Confidence: 0.9703705

00:00:45.335 --> 00:00:47.195 you're gonna introduce yourself next.

NOTE Confidence: 0.9847415

00:00:47.895 --> 00:00:49.815 I'm Colleen Moriarty. I am

NOTE Confidence: 0.9847415

00:00:49.815 --> 00:00:51.255 director of media relations and

NOTE Confidence: 0.9847415

00:00:51.255 --> 00:00:52.775 audience development. That means I'm

NOTE Confidence: 0.9847415

00:00:52.775 --> 00:00:54.135 looking out for not only

NOTE Confidence: 0.9847415

00:00:54.135 --> 00:00:55.815 media, but also social media,

NOTE Confidence: 0.96642226

00:00:56.990 --> 00:00:57.490 reputation,

NOTE Confidence: 0.8533789

00:00:58.670 --> 00:00:59.170 related,

NOTE Confidence: 0.87370384

00:01:00.510 --> 00:01:01.570 items, crisis.

NOTE Confidence: 0.87075305

00:01:03.150 --> 00:01:04.050 Jen Torrance?

NOTE Confidence: 0.9757283

00:01:04.830 --> 00:01:06.030 I am Jen Torrance. I

NOTE Confidence: 0.9757283

00:01:06.030 --> 00:01:07.470 am the senior director of

NOTE Confidence: 0.9757283

00:01:07.470 --> 00:01:09.310 brand and content strategy for

NOTE Confidence: 0.9757283

00:01:09.310 --> 00:01:10.370 the School of Medicine.

NOTE Confidence: 0.9855692

00:01:11.265 --> 00:01:12.945 I started in July, so

NOTE Confidence: 0.9855692

00:01:12.945 --> 00:01:14.405 I'm still learning a lot.

NOTE Confidence: 0.9444509

00:01:15.025 --> 00:01:15.845 My team,
NOTE Confidence: 0.99690837

00:01:16.225 --> 00:01:17.425 is comprised of all of
NOTE Confidence: 0.99690837

00:01:17.425 --> 00:01:19.845 the editorial content developers for,
NOTE Confidence: 0.95405215

00:01:20.545 --> 00:01:22.965 the YSM and YM websites.
NOTE Confidence: 0.95405215

00:01:23.265 --> 00:01:24.965 We do Yale Medicine magazine,
NOTE Confidence: 0.983597

00:01:25.550 --> 00:01:27.870 And I also have, Jen
NOTE Confidence: 0.983597

00:01:27.870 --> 00:01:29.310 Stockwell, who is our brand
NOTE Confidence: 0.983597

00:01:29.310 --> 00:01:31.490 manager, reporting to me. So
NOTE Confidence: 0.983597

00:01:31.630 --> 00:01:33.390 brand and content development for
NOTE Confidence: 0.983597

00:01:33.390 --> 00:01:35.330 both YSM and YM.
NOTE Confidence: 0.6700665

00:01:36.590 --> 00:01:37.410 And Mark?
NOTE Confidence: 0.98910385

00:01:38.525 --> 00:01:40.365 Hi. I'm Mark Albus. I
NOTE Confidence: 0.98910385

00:01:40.365 --> 00:01:41.745 am the product director
NOTE Confidence: 0.8427949

00:01:42.125 --> 00:01:43.985 for the school medicine communications
NOTE Confidence: 0.8427949

00:01:44.125 --> 00:01:44.625 office.
NOTE Confidence: 0.98779565

00:01:45.084 --> 00:01:47.265 And, basically, that means if

NOTE Confidence: 0.9658281

00:01:47.885 --> 00:01:49.565 something on the school of

NOTE Confidence: 0.9658281

00:01:49.565 --> 00:01:51.360 medicine or Yale Medicine website

NOTE Confidence: 0.9658281

00:01:51.520 --> 00:01:52.640 is not working the way

NOTE Confidence: 0.9658281

00:01:52.640 --> 00:01:53.440 you think it should be

NOTE Confidence: 0.9658281

00:01:53.440 --> 00:01:54.560 working, please reach out to

NOTE Confidence: 0.9658281

00:01:54.560 --> 00:01:55.780 me because I can

NOTE Confidence: 0.99813217

00:01:56.320 --> 00:01:57.440 maybe get something done to

NOTE Confidence: 0.99813217

00:01:57.440 --> 00:01:58.160 make it work a little

NOTE Confidence: 0.99813217

00:01:58.160 --> 00:01:58.660 better.

NOTE Confidence: 0.9806862

00:02:00.000 --> 00:02:01.760 Yes. Mark is amazing and

NOTE Confidence: 0.9806862

00:02:01.760 --> 00:02:04.080 fixes things. Actually, everybody, this

NOTE Confidence: 0.9806862

00:02:04.080 --> 00:02:05.200 is this is the cherry

NOTE Confidence: 0.9806862

00:02:05.200 --> 00:02:07.315 picked group from communications for

NOTE Confidence: 0.9806862

00:02:07.315 --> 00:02:09.235 you. So and, we have

NOTE Confidence: 0.9806862

00:02:09.235 --> 00:02:10.535 a couple of your communications

NOTE Confidence: 0.9806862

00:02:10.755 --> 00:02:12.375 officers on here too. But,
NOTE Confidence: 0.9525297

00:02:13.794 --> 00:02:15.635 I'm going to share my
NOTE Confidence: 0.9525297

00:02:15.635 --> 00:02:16.135 screen.
NOTE Confidence: 0.9738482

00:02:17.395 --> 00:02:17.715 And
NOTE Confidence: 0.9992706

00:02:20.360 --> 00:02:22.139 oh, no. Don't do that.
NOTE Confidence: 0.98109263

00:02:24.280 --> 00:02:25.959 What's it doing? It's giving
NOTE Confidence: 0.98109263

00:02:25.959 --> 00:02:26.840 the whole thing. I don't
NOTE Confidence: 0.98109263

00:02:26.840 --> 00:02:28.060 wanna do the whole thing.
NOTE Confidence: 0.9926367

00:02:28.680 --> 00:02:30.300 I wanna show it like
NOTE Confidence: 0.96763366

00:02:31.560 --> 00:02:32.060 like
NOTE Confidence: 0.96422464

00:02:33.855 --> 00:02:35.455 that. That's what I want
NOTE Confidence: 0.96422464

00:02:35.455 --> 00:02:36.815 because every single thing I'm
NOTE Confidence: 0.96422464

00:02:36.815 --> 00:02:37.855 gonna do is gonna open
NOTE Confidence: 0.96422464

00:02:37.855 --> 00:02:39.215 a web page. So you
NOTE Confidence: 0.96422464

00:02:39.215 --> 00:02:40.595 should see office of communications.
NOTE Confidence: 0.96422464

00:02:40.655 --> 00:02:41.875 That's what you see. Right?

NOTE Confidence: 0.9970722

00:02:42.975 --> 00:02:43.475 Yes.

NOTE Confidence: 0.9998709

00:02:43.775 --> 00:02:44.275 Okay.

NOTE Confidence: 0.9866555

00:02:44.815 --> 00:02:46.195 So the office of communications,

NOTE Confidence: 0.9866555

00:02:46.255 --> 00:02:47.310 like I said, it's central.

NOTE Confidence: 0.9866555

00:02:47.310 --> 00:02:48.910 We are the intentional voice

NOTE Confidence: 0.9866555

00:02:48.910 --> 00:02:50.190 of the school supported by

NOTE Confidence: 0.9866555

00:02:50.190 --> 00:02:52.190 a unified communications team that

NOTE Confidence: 0.9866555

00:02:52.190 --> 00:02:53.970 speaks to internal and external

NOTE Confidence: 0.9866555

00:02:54.030 --> 00:02:56.110 audiences and represents the school

NOTE Confidence: 0.9866555

00:02:56.110 --> 00:02:57.790 in a consistent, cohesive, and

NOTE Confidence: 0.9866555

00:02:57.790 --> 00:02:59.550 compelling manner. Everything I'm gonna

NOTE Confidence: 0.9866555

00:02:59.550 --> 00:03:00.669 show you today is on

NOTE Confidence: 0.9866555

00:03:00.669 --> 00:03:02.255 this site in some form

NOTE Confidence: 0.9866555

00:03:02.255 --> 00:03:04.415 or another, organized well or

NOTE Confidence: 0.9866555

00:03:04.415 --> 00:03:05.395 not very well.

NOTE Confidence: 0.9777766

00:03:05.935 --> 00:03:07.055 Depends. But I fight a
NOTE Confidence: 0.9777766

00:03:07.055 --> 00:03:09.055 lot to keep everything open
NOTE Confidence: 0.9777766

00:03:09.055 --> 00:03:10.175 to Google. So if you
NOTE Confidence: 0.9777766

00:03:10.175 --> 00:03:11.215 have questions, you should be
NOTE Confidence: 0.9777766

00:03:11.215 --> 00:03:12.255 able to type them into
NOTE Confidence: 0.9777766

00:03:12.255 --> 00:03:13.855 Google and get pretty good
NOTE Confidence: 0.9777766

00:03:13.855 --> 00:03:15.135 answers as long as you,
NOTE Confidence: 0.9777766

00:03:15.135 --> 00:03:16.175 you know, have Yale School
NOTE Confidence: 0.9777766

00:03:16.175 --> 00:03:17.752 of Medicine in your I'll
NOTE Confidence: 0.9777766

00:03:17.752 --> 00:03:19.367 show it to you in
NOTE Confidence: 0.9777766

00:03:19.367 --> 00:03:20.981 a minute. I'll show it
NOTE Confidence: 0.9777766

00:03:21.304 --> 00:03:22.918 I'll show you it working.
NOTE Confidence: 0.9777766

00:03:23.241 --> 00:03:24.856 So all of our communication
NOTE Confidence: 0.9777766

00:03:24.856 --> 00:03:26.470 stuff is out there. And
NOTE Confidence: 0.9777766

00:03:26.470 --> 00:03:28.084 the way I created my
NOTE Confidence: 0.9777766

00:03:28.084 --> 00:03:29.699 part of this presentation today

NOTE Confidence: 0.9777766
00:03:29.699 --> 00:03:30.022 is,
NOTE Confidence: 0.95920277
00:03:30.745 --> 00:03:31.785 in a way, it's the
NOTE Confidence: 0.95920277
00:03:31.785 --> 00:03:33.465 top ten questions I get
NOTE Confidence: 0.95920277
00:03:33.465 --> 00:03:35.785 from faculty. So, hopefully, this
NOTE Confidence: 0.95920277
00:03:35.785 --> 00:03:37.465 is actually feels relevant and
NOTE Confidence: 0.95920277
00:03:37.465 --> 00:03:38.585 if to you. And if
NOTE Confidence: 0.95920277
00:03:38.585 --> 00:03:39.085 you
NOTE Confidence: 0.9884005
00:03:39.625 --> 00:03:40.985 wanna interrupt me and ask
NOTE Confidence: 0.9884005
00:03:40.985 --> 00:03:42.745 a specific question about what
NOTE Confidence: 0.9884005
00:03:42.745 --> 00:03:44.025 I'm talking about, please feel
NOTE Confidence: 0.9884005
00:03:44.025 --> 00:03:45.465 free because that is how
NOTE Confidence: 0.9884005
00:03:45.465 --> 00:03:46.045 I find
NOTE Confidence: 0.9914859
00:03:46.400 --> 00:03:47.280 that I can be of
NOTE Confidence: 0.9914859
00:03:47.280 --> 00:03:48.640 most help to people is
NOTE Confidence: 0.9914859
00:03:48.640 --> 00:03:50.420 by answering their individual questions.
NOTE Confidence: 0.9263653

00:03:50.800 --> 00:03:52.320 So new faculty orientation, we

NOTE Confidence: 0.9263653

00:03:52.320 --> 00:03:52.980 had headshots.

NOTE Confidence: 0.9949968

00:03:53.280 --> 00:03:54.580 Maybe you missed yours.

NOTE Confidence: 0.99067324

00:03:55.600 --> 00:03:56.640 Here's how you get a

NOTE Confidence: 0.99067324

00:03:56.640 --> 00:03:58.160 new headshot. We offer them

NOTE Confidence: 0.99067324

00:03:58.160 --> 00:03:59.360 a couple times a month.

NOTE Confidence: 0.99067324

00:03:59.360 --> 00:04:00.640 I know for sure November

NOTE Confidence: 0.99067324

00:04:00.640 --> 00:04:01.860 twentieth is booked,

NOTE Confidence: 0.96949744

00:04:02.325 --> 00:04:03.765 but December third has a

NOTE Confidence: 0.96949744

00:04:03.765 --> 00:04:04.905 few slots left,

NOTE Confidence: 0.99963164

00:04:05.285 --> 00:04:06.425 and they post

NOTE Confidence: 0.97226226

00:04:06.725 --> 00:04:07.685 you know, every month, they

NOTE Confidence: 0.97226226

00:04:07.685 --> 00:04:08.985 post a couple of slots.

NOTE Confidence: 0.97736216

00:04:09.525 --> 00:04:10.805 So or, you know, a

NOTE Confidence: 0.97736216

00:04:10.805 --> 00:04:11.765 couple of days where they

NOTE Confidence: 0.97736216

00:04:11.765 --> 00:04:12.965 do headshots, and it's just

NOTE Confidence: 0.97736216
00:04:13.125 --> 00:04:14.165 it's right in the main
NOTE Confidence: 0.97736216
00:04:14.165 --> 00:04:15.705 hall, second floor of SHM.
NOTE Confidence: 0.97736216
00:04:15.845 --> 00:04:16.565 If you don't have a
NOTE Confidence: 0.97736216
00:04:16.565 --> 00:04:18.000 headshot, you should get
NOTE Confidence: 0.9477855
00:04:18.300 --> 00:04:18.880 one because
NOTE Confidence: 0.99962425
00:04:19.339 --> 00:04:21.260 your web profile looks better
NOTE Confidence: 0.99962425
00:04:21.260 --> 00:04:22.240 with your headshot.
NOTE Confidence: 0.9994696
00:04:23.180 --> 00:04:24.860 Speaking of web profiles, how
NOTE Confidence: 0.9994696
00:04:24.860 --> 00:04:26.060 do I update my online
NOTE Confidence: 0.9994696
00:04:26.060 --> 00:04:26.560 profile?
NOTE Confidence: 0.978935
00:04:27.980 --> 00:04:29.339 So if you haven't heard
NOTE Confidence: 0.978935
00:04:29.339 --> 00:04:31.040 of Beatrix or used Beatrix,
NOTE Confidence: 0.978935
00:04:31.205 --> 00:04:33.125 it's because you're choosing not
NOTE Confidence: 0.978935
00:04:33.125 --> 00:04:34.645 to pay attention while you
NOTE Confidence: 0.978935
00:04:34.645 --> 00:04:35.865 actually used Beatrix.
NOTE Confidence: 0.99106836

00:04:36.404 --> 00:04:38.805 Because Beatrix is our, school
NOTE Confidence: 0.99106836

00:04:38.805 --> 00:04:40.485 wide content management system that
NOTE Confidence: 0.99106836

00:04:40.485 --> 00:04:41.464 maintains profiles
NOTE Confidence: 0.9759058

00:04:42.085 --> 00:04:43.365 and all sorts of things,
NOTE Confidence: 0.9759058

00:04:43.365 --> 00:04:44.185 news, events,
NOTE Confidence: 0.99576795

00:04:45.400 --> 00:04:46.360 and all of the content
NOTE Confidence: 0.99576795

00:04:46.360 --> 00:04:47.420 for all of our websites.
NOTE Confidence: 0.9826719

00:04:48.279 --> 00:04:49.880 Beatrix is named after Beatrix
NOTE Confidence: 0.9826719

00:04:49.880 --> 00:04:51.320 Hamburg. And if you don't
NOTE Confidence: 0.9826719

00:04:51.320 --> 00:04:52.279 know who that is, I
NOTE Confidence: 0.9826719

00:04:52.279 --> 00:04:54.220 recommend googling it because
NOTE Confidence: 0.9998333

00:04:54.600 --> 00:04:55.660 she was phenomenal.
NOTE Confidence: 0.988551

00:04:56.360 --> 00:04:56.860 So,
NOTE Confidence: 0.99842817

00:04:57.705 --> 00:04:59.245 if you can't remember Beatrix,
NOTE Confidence: 0.961266

00:04:59.625 --> 00:05:01.145 then you just go to
NOTE Confidence: 0.961266

00:05:01.145 --> 00:05:01.645 Google,

NOTE Confidence: 0.999413
00:05:03.145 --> 00:05:03.945 and you type in your
NOTE Confidence: 0.999413
00:05:03.945 --> 00:05:04.445 name.
NOTE Confidence: 0.96807444
00:05:06.105 --> 00:05:07.145 This is my name, not
NOTE Confidence: 0.96807444
00:05:07.145 --> 00:05:08.904 yours. We had somebody type
NOTE Confidence: 0.96807444
00:05:08.904 --> 00:05:10.445 in net ID one time.
NOTE Confidence: 0.9853519
00:05:12.420 --> 00:05:14.360 And the way it works
NOTE Confidence: 0.99080473
00:05:15.140 --> 00:05:16.020 is if you type in
NOTE Confidence: 0.99080473
00:05:16.020 --> 00:05:17.060 Yale with your name into
NOTE Confidence: 0.99080473
00:05:17.060 --> 00:05:18.820 Google, you should come up
NOTE Confidence: 0.99080473
00:05:18.820 --> 00:05:19.860 at the top of the
NOTE Confidence: 0.99080473
00:05:19.860 --> 00:05:21.640 search results because we have
NOTE Confidence: 0.9998992
00:05:22.020 --> 00:05:23.320 the greatest authority
NOTE Confidence: 0.9987657
00:05:24.180 --> 00:05:25.000 as the
NOTE Confidence: 0.9834977
00:05:26.785 --> 00:05:28.225 content creator of Yale School
NOTE Confidence: 0.9834977
00:05:28.225 --> 00:05:29.665 of Medicine content and your
NOTE Confidence: 0.9834977

00:05:29.665 --> 00:05:31.505 profile. If your profile isn't

NOTE Confidence: 0.9834977

00:05:31.505 --> 00:05:32.305 coming up at the top,

NOTE Confidence: 0.9834977

00:05:32.305 --> 00:05:33.185 you need to tell me

NOTE Confidence: 0.9834977

00:05:33.185 --> 00:05:34.225 because we need to fix

NOTE Confidence: 0.9834977

00:05:34.225 --> 00:05:35.345 it. You need to come

NOTE Confidence: 0.9834977

00:05:35.345 --> 00:05:36.385 up at the top. So

NOTE Confidence: 0.9834977

00:05:36.385 --> 00:05:37.505 if you Google yourself and

NOTE Confidence: 0.9834977

00:05:37.505 --> 00:05:38.464 the word Yale, you should

NOTE Confidence: 0.9834977

00:05:38.464 --> 00:05:39.285 be at the top.

NOTE Confidence: 0.9948355

00:05:40.260 --> 00:05:41.540 Then you get your profile,

NOTE Confidence: 0.9948355

00:05:41.540 --> 00:05:42.580 which we can help you

NOTE Confidence: 0.9948355

00:05:42.580 --> 00:05:43.560 make more gorgeous.

NOTE Confidence: 0.97125894

00:05:44.180 --> 00:05:45.160 All of these things

NOTE Confidence: 0.9756537

00:05:46.020 --> 00:05:47.620 are changeable by you. Jen

NOTE Confidence: 0.9756537

00:05:47.620 --> 00:05:48.820 Torrance is gonna get into

NOTE Confidence: 0.9756537

00:05:48.820 --> 00:05:49.300 this,

NOTE Confidence: 0.9879875

00:05:49.779 --> 00:05:51.300 in detail with you. But

NOTE Confidence: 0.9879875

00:05:51.300 --> 00:05:52.195 if you, like I said,

NOTE Confidence: 0.9879875

00:05:52.195 --> 00:05:52.915 if you can't remember the

NOTE Confidence: 0.9879875

00:05:52.915 --> 00:05:53.654 word Beatrix,

NOTE Confidence: 0.9766246

00:05:54.035 --> 00:05:54.915 right at the bottom of

NOTE Confidence: 0.9766246

00:05:54.915 --> 00:05:56.355 your profile after you Google

NOTE Confidence: 0.9766246

00:05:56.355 --> 00:05:58.755 yourself is edit profile, and

NOTE Confidence: 0.9766246

00:05:58.755 --> 00:05:59.975 that will take you there.

NOTE Confidence: 0.9766246

00:06:00.195 --> 00:06:01.235 So I put a little

NOTE Confidence: 0.9766246

00:06:01.235 --> 00:06:02.275 reminder on there. You can

NOTE Confidence: 0.9766246

00:06:02.275 --> 00:06:03.235 have a cool quote from

NOTE Confidence: 0.9766246

00:06:03.235 --> 00:06:04.435 The Lorax if you need

NOTE Confidence: 0.9766246

00:06:04.435 --> 00:06:05.795 to. I mean, that's my

NOTE Confidence: 0.9766246

00:06:05.795 --> 00:06:07.289 quote, but, you know, he's

NOTE Confidence: 0.9766246

00:06:07.289 --> 00:06:07.949 got others.

NOTE Confidence: 0.99924755

00:06:09.050 --> 00:06:10.169 Where do I get business
NOTE Confidence: 0.99924755

00:06:10.169 --> 00:06:10.669 cards?
NOTE Confidence: 0.99932766

00:06:11.930 --> 00:06:13.129 Business cards go in and
NOTE Confidence: 0.99932766

00:06:13.129 --> 00:06:14.409 out of fashion. It's the
NOTE Confidence: 0.99932766

00:06:14.409 --> 00:06:15.310 strangest thing.
NOTE Confidence: 0.9687283

00:06:16.009 --> 00:06:17.129 Sometimes it's like, you have
NOTE Confidence: 0.9687283

00:06:17.129 --> 00:06:18.009 a business card. You're a
NOTE Confidence: 0.9687283

00:06:18.009 --> 00:06:19.370 complete Luddite. And then it's
NOTE Confidence: 0.9687283

00:06:19.370 --> 00:06:20.169 like, wait. You have a
NOTE Confidence: 0.9687283

00:06:20.169 --> 00:06:21.370 business card? That is so
NOTE Confidence: 0.9687283

00:06:21.370 --> 00:06:21.705 cool.
NOTE Confidence: 0.9974397

00:06:22.664 --> 00:06:23.865 So if you if they're
NOTE Confidence: 0.9974397

00:06:23.865 --> 00:06:25.544 in fashion today, you order
NOTE Confidence: 0.9974397

00:06:25.544 --> 00:06:26.604 them through YPPS.
NOTE Confidence: 0.9879907

00:06:28.345 --> 00:06:30.104 YPPS is the Yale printing
NOTE Confidence: 0.9879907

00:06:30.104 --> 00:06:32.444 and publishing service. It's really

NOTE Confidence: 0.9879907
00:06:32.504 --> 00:06:33.784 convoluted. I don't know why
NOTE Confidence: 0.9879907
00:06:33.784 --> 00:06:35.224 it's so convoluted. Everything they
NOTE Confidence: 0.9879907
00:06:35.224 --> 00:06:36.044 do is convoluted,
NOTE Confidence: 0.9995803
00:06:36.425 --> 00:06:36.925 but
NOTE Confidence: 0.9907562
00:06:37.390 --> 00:06:38.430 you can literally go in
NOTE Confidence: 0.9907562
00:06:38.430 --> 00:06:39.970 here and order business cards.
NOTE Confidence: 0.99445814
00:06:40.670 --> 00:06:41.950 And then you too can
NOTE Confidence: 0.99445814
00:06:41.950 --> 00:06:43.470 be cool and have cool
NOTE Confidence: 0.99445814
00:06:43.470 --> 00:06:44.610 Yale business cards,
NOTE Confidence: 0.99979967
00:06:45.150 --> 00:06:45.650 which
NOTE Confidence: 0.99363446
00:06:46.029 --> 00:06:47.390 I think I mean, I
NOTE Confidence: 0.99363446
00:06:47.390 --> 00:06:48.430 like. I've been here twenty
NOTE Confidence: 0.99363446
00:06:48.430 --> 00:06:49.550 three years, so I'm kind
NOTE Confidence: 0.99363446
00:06:49.550 --> 00:06:50.910 of a I'm a Yale
NOTE Confidence: 0.99363446
00:06:50.910 --> 00:06:51.410 fan,
NOTE Confidence: 0.99987006

00:06:52.225 --> 00:06:53.285 and I'm okay with
NOTE Confidence: 0.99031013

00:06:53.985 --> 00:06:55.025 that. How do I advertise
NOTE Confidence: 0.99031013

00:06:55.025 --> 00:06:56.145 my clinic? Are you seeing
NOTE Confidence: 0.99031013

00:06:56.145 --> 00:06:56.645 patients?
NOTE Confidence: 0.9795706

00:06:57.745 --> 00:06:59.425 And you don't have the
NOTE Confidence: 0.9795706

00:06:59.425 --> 00:07:01.365 next three months filled with
NOTE Confidence: 0.9795706

00:07:01.425 --> 00:07:01.925 patients,
NOTE Confidence: 0.96874213

00:07:02.945 --> 00:07:04.565 eighty people a day every
NOTE Confidence: 0.96874213

00:07:04.785 --> 00:07:06.560 five minutes or however
NOTE Confidence: 0.97394735

00:07:06.860 --> 00:07:08.220 horrible it is. I'm so
NOTE Confidence: 0.97394735

00:07:08.220 --> 00:07:08.720 sorry,
NOTE Confidence: 0.9958947

00:07:09.020 --> 00:07:10.140 but we count on you
NOTE Confidence: 0.9958947

00:07:10.140 --> 00:07:11.040 to be awesome.
NOTE Confidence: 0.80728984

00:07:12.380 --> 00:07:12.620 And,
NOTE Confidence: 0.9758238

00:07:13.340 --> 00:07:14.620 we will help you market
NOTE Confidence: 0.9758238

00:07:14.620 --> 00:07:15.120 your

NOTE Confidence: 0.86414623
00:07:15.420 --> 00:07:15.920 clinic,
NOTE Confidence: 0.97880244
00:07:16.300 --> 00:07:17.340 and we have, you know,
NOTE Confidence: 0.97880244
00:07:17.340 --> 00:07:18.220 all kinds of things like
NOTE Confidence: 0.97880244
00:07:18.220 --> 00:07:19.500 the social media accounts, which
NOTE Confidence: 0.97880244
00:07:19.500 --> 00:07:21.020 Colleen's gonna talk more about.
NOTE Confidence: 0.97880244
00:07:21.020 --> 00:07:22.265 But, you know, it's LinkedIn
NOTE Confidence: 0.85884964
00:07:22.885 --> 00:07:23.465 and Instagram,
NOTE Confidence: 0.81895274
00:07:23.845 --> 00:07:24.345 Insta,
NOTE Confidence: 0.978165
00:07:25.125 --> 00:07:26.025 and all that.
NOTE Confidence: 0.89284724
00:07:26.805 --> 00:07:28.265 Tracy Hamill is your marketing
NOTE Confidence: 0.89284724
00:07:28.325 --> 00:07:29.465 contact, brochures,
NOTE Confidence: 0.9998672
00:07:30.325 --> 00:07:30.825 events,
NOTE Confidence: 0.99887395
00:07:32.005 --> 00:07:32.505 photography,
NOTE Confidence: 0.9898473
00:07:33.285 --> 00:07:33.785 videos.
NOTE Confidence: 0.9932778
00:07:34.420 --> 00:07:35.460 We'll do it all. We'll
NOTE Confidence: 0.9932778

00:07:35.460 --> 00:07:36.740 get you we'll get you
NOTE Confidence: 0.9932778

00:07:36.740 --> 00:07:37.940 more patients, and we'll be
NOTE Confidence: 0.9932778

00:07:37.940 --> 00:07:39.320 really happy and excited
NOTE Confidence: 0.9970492

00:07:39.780 --> 00:07:41.300 to do it. Uh-oh. There's
NOTE Confidence: 0.9970492

00:07:41.300 --> 00:07:42.440 comments in the chat.
NOTE Confidence: 0.97833496

00:07:43.780 --> 00:07:45.460 Could someone read comments for
NOTE Confidence: 0.97833496

00:07:45.460 --> 00:07:46.580 me, Mark or Jen? Okay,
NOTE Confidence: 0.97833496

00:07:46.580 --> 00:07:47.700 Jen. Yeah. Happy to do
NOTE Confidence: 0.97833496

00:07:47.700 --> 00:07:48.200 that.
NOTE Confidence: 0.9487442

00:07:49.535 --> 00:07:51.055 Oh, Victoria mentioned to record
NOTE Confidence: 0.9487442

00:07:51.055 --> 00:07:52.655 your attendance and re receive
NOTE Confidence: 0.9487442

00:07:52.655 --> 00:07:54.115 credit for today's session.
NOTE Confidence: 0.978933

00:07:54.495 --> 00:07:55.455 And then if you I'll
NOTE Confidence: 0.978933

00:07:55.455 --> 00:07:56.655 open the chat, there's a
NOTE Confidence: 0.978933

00:07:56.655 --> 00:07:57.155 text
NOTE Confidence: 0.98990995

00:07:57.615 --> 00:07:58.895 phone number there with a

NOTE Confidence: 0.98990995
00:07:58.895 --> 00:07:59.395 code.
NOTE Confidence: 0.98193765
00:08:00.015 --> 00:08:01.215 So just remember to do
NOTE Confidence: 0.98193765
00:08:01.215 --> 00:08:02.415 that to get your CME
NOTE Confidence: 0.98193765
00:08:02.415 --> 00:08:02.915 credit.
NOTE Confidence: 0.99978757
00:08:04.100 --> 00:08:05.720 Thank you. Awesome reminder.
NOTE Confidence: 0.98959666
00:08:07.780 --> 00:08:08.660 So how do I get
NOTE Confidence: 0.98959666
00:08:08.660 --> 00:08:09.720 or edit a website?
NOTE Confidence: 0.9943754
00:08:10.980 --> 00:08:12.180 So if you are more
NOTE Confidence: 0.9943754
00:08:12.180 --> 00:08:13.940 research focused than clinical, we
NOTE Confidence: 0.9943754
00:08:13.940 --> 00:08:14.820 can build you a lab
NOTE Confidence: 0.9943754
00:08:14.820 --> 00:08:15.320 website.
NOTE Confidence: 0.97393537
00:08:16.065 --> 00:08:17.665 Yes. They look like Yale
NOTE Confidence: 0.97393537
00:08:17.665 --> 00:08:19.025 School of Medicine websites. They
NOTE Confidence: 0.97393537
00:08:19.025 --> 00:08:20.865 don't look really cool like
NOTE Confidence: 0.97393537
00:08:20.865 --> 00:08:21.365 Woosai.
NOTE Confidence: 0.99935925

00:08:21.745 --> 00:08:22.405 I'm sorry.
NOTE Confidence: 0.94032

00:08:22.705 --> 00:08:23.845 This is our template.
NOTE Confidence: 0.9948123

00:08:24.145 --> 00:08:25.425 But it also gives us
NOTE Confidence: 0.9948123

00:08:25.425 --> 00:08:26.945 great authority, and it gives
NOTE Confidence: 0.9948123

00:08:26.945 --> 00:08:28.245 you great authenticity
NOTE Confidence: 0.9709798

00:08:28.705 --> 00:08:29.665 as a Yale School of
NOTE Confidence: 0.9709798

00:08:29.665 --> 00:08:30.645 Medicine lab
NOTE Confidence: 0.97854334

00:08:30.960 --> 00:08:32.240 website, looking like a Yale
NOTE Confidence: 0.97854334

00:08:32.240 --> 00:08:33.440 School of Medicine lab website.
NOTE Confidence: 0.97854334

00:08:33.440 --> 00:08:34.480 So there's two sides to
NOTE Confidence: 0.97854334

00:08:34.480 --> 00:08:35.840 that coin. If you ever
NOTE Confidence: 0.97854334

00:08:35.840 --> 00:08:36.320 find a
NOTE Confidence: 0.9859669

00:08:37.679 --> 00:08:38.880 any website that has an
NOTE Confidence: 0.9859669

00:08:38.880 --> 00:08:39.760 error on it, you can
NOTE Confidence: 0.9859669

00:08:39.760 --> 00:08:40.720 email our team at y
NOTE Confidence: 0.9859669

00:08:40.720 --> 00:08:41.600 s m dot editor at

NOTE Confidence: 0.9859669

00:08:41.600 --> 00:08:42.820 yale dot e d u.

NOTE Confidence: 0.9991463

00:08:43.280 --> 00:08:44.160 A bunch of us look

NOTE Confidence: 0.9991463

00:08:44.160 --> 00:08:44.740 at that

NOTE Confidence: 0.98197824

00:08:45.200 --> 00:08:46.020 all the time.

NOTE Confidence: 0.98725086

00:08:46.605 --> 00:08:47.885 And if you email something

NOTE Confidence: 0.98725086

00:08:47.885 --> 00:08:49.165 to that, you should just

NOTE Confidence: 0.98725086

00:08:49.165 --> 00:08:50.125 know we're gonna have a

NOTE Confidence: 0.98725086

00:08:50.125 --> 00:08:51.324 big session about it. We're

NOTE Confidence: 0.98725086

00:08:51.324 --> 00:08:52.285 all gonna talk about what

NOTE Confidence: 0.98725086

00:08:52.285 --> 00:08:53.324 you sent to us, and

NOTE Confidence: 0.98725086

00:08:53.324 --> 00:08:55.024 we're gonna fix it. So

NOTE Confidence: 0.96084034

00:08:56.204 --> 00:08:57.565 please feel free to email

NOTE Confidence: 0.96084034

00:08:57.565 --> 00:08:58.605 that. We have it posted

NOTE Confidence: 0.96084034

00:08:58.605 --> 00:09:00.464 everywhere on our communication sites.

NOTE Confidence: 0.9506171

00:09:01.850 --> 00:09:03.050 But this is the piece

NOTE Confidence: 0.9506171

00:09:03.050 --> 00:09:04.750 about lab and faculty websites,

NOTE Confidence: 0.9506171

00:09:04.970 --> 00:09:07.050 some FAQs and things, and

NOTE Confidence: 0.9506171

00:09:07.050 --> 00:09:08.010 YM go over to the

NOTE Confidence: 0.9506171

00:09:08.010 --> 00:09:08.990 YM section.

NOTE Confidence: 0.99128664

00:09:10.090 --> 00:09:11.050 Again, this is all in

NOTE Confidence: 0.99128664

00:09:11.050 --> 00:09:11.710 that communications

NOTE Confidence: 0.9674108

00:09:12.410 --> 00:09:13.690 URL I plopped in there

NOTE Confidence: 0.9674108

00:09:13.690 --> 00:09:14.190 originally,

NOTE Confidence: 0.9953092

00:09:14.675 --> 00:09:15.954 but we would be really

NOTE Confidence: 0.9953092

00:09:15.954 --> 00:09:17.235 happy and really excited to

NOTE Confidence: 0.9953092

00:09:17.235 --> 00:09:18.035 work with you to build

NOTE Confidence: 0.9953092

00:09:18.035 --> 00:09:19.014 your lab website.

NOTE Confidence: 0.9984017

00:09:20.355 --> 00:09:20.855 So

NOTE Confidence: 0.9994645

00:09:21.394 --> 00:09:22.295 let us know.

NOTE Confidence: 0.9972893

00:09:24.434 --> 00:09:25.975 Nobody's ever asked me this,

NOTE Confidence: 0.9972893

00:09:26.274 --> 00:09:27.634 but I'm gonna give you

NOTE Confidence: 0.9972893

00:09:27.634 --> 00:09:28.535 the answer anyway.

NOTE Confidence: 0.88446534

00:09:29.300 --> 00:09:30.899 So my YSM is our

NOTE Confidence: 0.88446534

00:09:30.899 --> 00:09:32.600 main school of medicine intranet,

NOTE Confidence: 0.99979335

00:09:33.300 --> 00:09:34.279 where we post,

NOTE Confidence: 0.95961493

00:09:35.059 --> 00:09:36.839 like, lots of internal news.

NOTE Confidence: 0.95961493

00:09:37.059 --> 00:09:37.720 But, also,

NOTE Confidence: 0.9856987

00:09:38.660 --> 00:09:40.279 it's really meant to be,

NOTE Confidence: 0.9984378

00:09:41.139 --> 00:09:42.339 we're trying to give you

NOTE Confidence: 0.9984378

00:09:42.339 --> 00:09:44.054 answers to the questions that

NOTE Confidence: 0.9984378

00:09:44.054 --> 00:09:45.015 you need. Again, I fight

NOTE Confidence: 0.9984378

00:09:45.015 --> 00:09:46.375 for this to stay open

NOTE Confidence: 0.9984378

00:09:46.375 --> 00:09:47.495 all the time to Google

NOTE Confidence: 0.9984378

00:09:47.495 --> 00:09:48.295 so that you can type

NOTE Confidence: 0.9984378

00:09:48.295 --> 00:09:49.895 things into Google and get

NOTE Confidence: 0.9984378

00:09:49.895 --> 00:09:50.554 your answers.

NOTE Confidence: 0.91642874

00:09:51.015 --> 00:09:52.295 We're hoping to even make
NOTE Confidence: 0.91642874

00:09:52.295 --> 00:09:53.434 it even better.
NOTE Confidence: 0.96633154

00:09:54.054 --> 00:09:55.255 And I'm not gonna give
NOTE Confidence: 0.96633154

00:09:55.255 --> 00:09:57.175 any hints, but that's coming
NOTE Confidence: 0.96633154

00:09:57.175 --> 00:09:58.455 soon. Mark knows all about
NOTE Confidence: 0.96633154

00:09:58.455 --> 00:09:58.955 it.
NOTE Confidence: 0.9558418

00:10:00.990 --> 00:10:02.670 This, I'm just gonna tell
NOTE Confidence: 0.9558418

00:10:02.670 --> 00:10:04.110 you, is available when you're
NOTE Confidence: 0.9558418

00:10:04.110 --> 00:10:05.309 on any school of medicine
NOTE Confidence: 0.9558418

00:10:05.309 --> 00:10:07.149 website and click staff. You
NOTE Confidence: 0.9558418

00:10:07.149 --> 00:10:08.750 will get myYSM. And this
NOTE Confidence: 0.9558418

00:10:08.750 --> 00:10:09.250 is,
NOTE Confidence: 0.9533112

00:10:09.870 --> 00:10:12.209 again, communications about finance administra-
tion,
NOTE Confidence: 0.9533112

00:10:12.350 --> 00:10:13.949 the Yale Medicine marketing stuff
NOTE Confidence: 0.9533112

00:10:13.949 --> 00:10:14.850 I showed you,
NOTE Confidence: 0.96625656

00:10:15.524 --> 00:10:16.804 All the people lists you
NOTE Confidence: 0.96625656

00:10:16.804 --> 00:10:18.324 could ever want in the
NOTE Confidence: 0.96625656

00:10:18.324 --> 00:10:18.824 universe
NOTE Confidence: 0.9407696

00:10:19.684 --> 00:10:20.884 are here. I built them
NOTE Confidence: 0.9407696

00:10:20.884 --> 00:10:22.324 all. You can have them
NOTE Confidence: 0.9407696

00:10:22.324 --> 00:10:24.245 all chair and director contact
NOTE Confidence: 0.9407696

00:10:24.245 --> 00:10:26.004 list, research and vice chairs.
NOTE Confidence: 0.9407696

00:10:26.004 --> 00:10:27.444 It's like everybody you could
NOTE Confidence: 0.9407696

00:10:27.444 --> 00:10:28.105 think of.
NOTE Confidence: 0.9419854

00:10:30.149 --> 00:10:31.750 Beyond Sterling Hall comes to
NOTE Confidence: 0.9419854

00:10:31.750 --> 00:10:32.730 you from the dean,
NOTE Confidence: 0.9894445

00:10:33.269 --> 00:10:34.149 and I will tell you
NOTE Confidence: 0.9894445

00:10:34.149 --> 00:10:36.089 right now, the dean writes
NOTE Confidence: 0.9894445

00:10:36.309 --> 00:10:38.170 every word of that message.
NOTE Confidence: 0.9894445

00:10:38.389 --> 00:10:39.509 And sometimes when I say
NOTE Confidence: 0.9894445

00:10:39.509 --> 00:10:40.170 to her,

NOTE Confidence: 0.9587981

00:10:40.790 --> 00:10:41.990 what's the answer to such

NOTE Confidence: 0.9587981

00:10:41.990 --> 00:10:42.975 and such a question, she

NOTE Confidence: 0.9587981

00:10:42.975 --> 00:10:44.175 She'll say to me, I

NOTE Confidence: 0.9587981

00:10:44.175 --> 00:10:45.694 wrote that in Beyond Sterling

NOTE Confidence: 0.9587981

00:10:45.694 --> 00:10:46.815 Hall last week, and then

NOTE Confidence: 0.9587981

00:10:46.815 --> 00:10:48.675 she won't answer me. So

NOTE Confidence: 0.9902406

00:10:49.535 --> 00:10:50.035 my

NOTE Confidence: 0.9467572

00:10:50.815 --> 00:10:52.574 my hint to you is

NOTE Confidence: 0.9467572

00:10:52.574 --> 00:10:54.175 read every word of Beyond

NOTE Confidence: 0.9467572

00:10:54.175 --> 00:10:55.855 Sterling Hall because she writes

NOTE Confidence: 0.9467572

00:10:55.855 --> 00:10:57.154 it, and she means it.

NOTE Confidence: 0.89736986

00:10:57.630 --> 00:10:58.750 We also put out the

NOTE Confidence: 0.89736986

00:10:58.750 --> 00:11:00.929 communications office puts out, communication

NOTE Confidence: 0.9549405

00:11:01.309 --> 00:11:02.590 every week, YSM news and

NOTE Confidence: 0.9549405

00:11:02.590 --> 00:11:04.670 recognition and YSM events, and

NOTE Confidence: 0.9549405

00:11:04.670 --> 00:11:06.110 then you can subscribe to
NOTE Confidence: 0.9549405

00:11:06.110 --> 00:11:07.790 every other newsletter you might
NOTE Confidence: 0.9549405

00:11:07.790 --> 00:11:09.870 ever wanna subscribe to at,
NOTE Confidence: 0.9549405

00:11:10.270 --> 00:11:11.470 subscribe dot Yale dot e
NOTE Confidence: 0.9549405

00:11:11.470 --> 00:11:12.130 d u.
NOTE Confidence: 0.99667937

00:11:14.405 --> 00:11:15.525 I've also never been asked
NOTE Confidence: 0.99667937

00:11:15.525 --> 00:11:17.045 this question, but I get
NOTE Confidence: 0.99667937

00:11:17.045 --> 00:11:18.085 asked it in various ways.
NOTE Confidence: 0.99667937

00:11:18.085 --> 00:11:19.045 Like, I wanna send out
NOTE Confidence: 0.99667937

00:11:19.045 --> 00:11:20.085 a press release. What do
NOTE Confidence: 0.99667937

00:11:20.085 --> 00:11:20.745 I do?
NOTE Confidence: 0.977369

00:11:22.005 --> 00:11:23.304 You know, I
NOTE Confidence: 0.9924953

00:11:23.684 --> 00:11:25.445 I so and so from
NOTE Confidence: 0.9924953

00:11:25.445 --> 00:11:26.665 such and such conservative,
NOTE Confidence: 0.98406976

00:11:27.059 --> 00:11:28.820 you know, Fox News contacted
NOTE Confidence: 0.98406976

00:11:28.820 --> 00:11:29.940 me, and they wanna write

NOTE Confidence: 0.98406976

00:11:29.940 --> 00:11:30.920 about my work.

NOTE Confidence: 0.9943047

00:11:31.300 --> 00:11:32.340 What do I do? This

NOTE Confidence: 0.9943047

00:11:32.340 --> 00:11:33.700 is why Colleen is here.

NOTE Confidence: 0.9943047

00:11:33.700 --> 00:11:35.059 Colleen will help you with

NOTE Confidence: 0.9943047

00:11:35.059 --> 00:11:36.500 these things. Her whole media

NOTE Confidence: 0.9943047

00:11:36.500 --> 00:11:37.700 relations team is here to

NOTE Confidence: 0.9943047

00:11:37.700 --> 00:11:38.840 help because

NOTE Confidence: 0.99974215

00:11:39.460 --> 00:11:41.320 this stuff is stressful.

NOTE Confidence: 0.9790501

00:11:42.020 --> 00:11:42.644 I I will also tell

NOTE Confidence: 0.9790501

00:11:42.644 --> 00:11:44.324 you, Anya Yastrboff in this

NOTE Confidence: 0.9790501

00:11:44.324 --> 00:11:46.084 photograph really was on Oprah,

NOTE Confidence: 0.9790501

00:11:46.084 --> 00:11:46.804 and that was a year

NOTE Confidence: 0.9790501

00:11:46.804 --> 00:11:47.925 ago when I presented to

NOTE Confidence: 0.9790501

00:11:47.925 --> 00:11:49.285 new faculty a year ago.

NOTE Confidence: 0.9790501

00:11:49.285 --> 00:11:50.165 And then can I tell

NOTE Confidence: 0.9790501

00:11:50.165 --> 00:11:51.365 you she was on Oprah
NOTE Confidence: 0.9790501

00:11:51.365 --> 00:11:52.485 again? We did the taping
NOTE Confidence: 0.9790501

00:11:52.485 --> 00:11:53.524 on Monday, and I got
NOTE Confidence: 0.9790501

00:11:53.524 --> 00:11:54.165 to be there. I got
NOTE Confidence: 0.9790501

00:11:54.165 --> 00:11:55.225 to be in the audience.
NOTE Confidence: 0.9790501

00:11:55.524 --> 00:11:56.725 So I'm very excited for
NOTE Confidence: 0.9790501

00:11:56.725 --> 00:11:57.704 that to come out.
NOTE Confidence: 0.9816457

00:11:58.429 --> 00:11:59.950 Oprah was wearing green, though,
NOTE Confidence: 0.9816457

00:11:59.950 --> 00:12:00.610 on Monday,
NOTE Confidence: 0.96156424

00:12:00.990 --> 00:12:02.910 and Anya was wearing green.
NOTE Confidence: 0.96156424

00:12:02.910 --> 00:12:04.110 It was really kinda strange.
NOTE Confidence: 0.96156424

00:12:04.110 --> 00:12:05.870 But, anyway, that's just all
NOTE Confidence: 0.96156424

00:12:05.870 --> 00:12:06.750 to tell you that you
NOTE Confidence: 0.96156424

00:12:06.750 --> 00:12:08.350 should contact Colleen and contact
NOTE Confidence: 0.96156424

00:12:08.350 --> 00:12:09.710 the media relations team because
NOTE Confidence: 0.96156424

00:12:09.710 --> 00:12:11.390 they're phenomenal. And you too

NOTE Confidence: 0.96156424
00:12:11.390 --> 00:12:12.110 might get to be on
NOTE Confidence: 0.96156424
00:12:12.110 --> 00:12:12.610 Oprah
NOTE Confidence: 0.87313
00:12:13.845 --> 00:12:15.785 and talk about GOP once
NOTE Confidence: 0.98808753
00:12:16.644 --> 00:12:18.005 if you want to. Am
NOTE Confidence: 0.98808753
00:12:18.005 --> 00:12:19.445 I allowed to post pictures
NOTE Confidence: 0.98808753
00:12:19.445 --> 00:12:21.204 of mice? People do actually
NOTE Confidence: 0.98808753
00:12:21.204 --> 00:12:22.565 ask this. The answer is
NOTE Confidence: 0.98808753
00:12:22.565 --> 00:12:24.084 absolutely not. Please do not
NOTE Confidence: 0.98808753
00:12:24.084 --> 00:12:25.545 post any pictures of mice
NOTE Confidence: 0.98808753
00:12:25.764 --> 00:12:26.425 on your,
NOTE Confidence: 0.9844373
00:12:27.375 --> 00:12:27.875 profile.
NOTE Confidence: 0.9799319
00:12:29.700 --> 00:12:31.380 All of the communications policies
NOTE Confidence: 0.9799319
00:12:31.380 --> 00:12:32.980 and procedures and guidelines, and
NOTE Confidence: 0.9799319
00:12:32.980 --> 00:12:34.760 I'm so sorry. They're convoluted,
NOTE Confidence: 0.9799319
00:12:34.820 --> 00:12:36.100 and we try so hard
NOTE Confidence: 0.9799319

00:12:36.100 --> 00:12:37.380 to make them clear because
NOTE Confidence: 0.9799319

00:12:37.380 --> 00:12:39.059 we are communications people, and
NOTE Confidence: 0.9799319

00:12:39.059 --> 00:12:39.720 we want
NOTE Confidence: 0.97817314

00:12:41.140 --> 00:12:42.260 most of all to be
NOTE Confidence: 0.97817314

00:12:42.260 --> 00:12:43.940 clear and make sense. And
NOTE Confidence: 0.97817314

00:12:43.940 --> 00:12:45.240 we try our hardest,
NOTE Confidence: 0.996451

00:12:47.195 --> 00:12:49.275 but things are convoluted and
NOTE Confidence: 0.996451

00:12:49.275 --> 00:12:50.895 complex because this is Yale.
NOTE Confidence: 0.9997394

00:12:51.595 --> 00:12:52.095 Again,
NOTE Confidence: 0.9924173

00:12:52.395 --> 00:12:53.675 these things, I try to
NOTE Confidence: 0.9924173

00:12:53.675 --> 00:12:55.054 keep them open to Google
NOTE Confidence: 0.9924173

00:12:55.355 --> 00:12:56.875 so that you can ask
NOTE Confidence: 0.9924173

00:12:56.875 --> 00:12:57.855 Google questions
NOTE Confidence: 0.9987452

00:12:58.899 --> 00:13:00.420 and get the answers. But
NOTE Confidence: 0.9987452

00:13:00.420 --> 00:13:01.720 if you really are wondering,
NOTE Confidence: 0.9987452

00:13:01.779 --> 00:13:03.220 you should read the actual

NOTE Confidence: 0.9987452
00:13:03.220 --> 00:13:04.420 policy. And if you have
NOTE Confidence: 0.9987452
00:13:04.420 --> 00:13:05.779 questions about any of these,
NOTE Confidence: 0.9987452
00:13:05.779 --> 00:13:06.820 we are really here to
NOTE Confidence: 0.9987452
00:13:06.820 --> 00:13:08.100 answer these questions and to
NOTE Confidence: 0.9987452
00:13:08.100 --> 00:13:08.600 help
NOTE Confidence: 0.99373436
00:13:09.059 --> 00:13:10.440 you parse your way through.
NOTE Confidence: 0.99373436
00:13:10.500 --> 00:13:12.100 We know it all. Colleen
NOTE Confidence: 0.99373436
00:13:12.100 --> 00:13:13.320 knows them by heart.
NOTE Confidence: 0.9998655
00:13:14.275 --> 00:13:15.395 I know a couple of
NOTE Confidence: 0.9998655
00:13:15.395 --> 00:13:16.295 them by heart.
NOTE Confidence: 0.9978195
00:13:16.915 --> 00:13:18.195 We are here to help.
NOTE Confidence: 0.9978195
00:13:18.195 --> 00:13:19.315 We want you to do
NOTE Confidence: 0.9978195
00:13:19.315 --> 00:13:20.835 things. We just want them
NOTE Confidence: 0.9978195
00:13:20.835 --> 00:13:21.655 to be done
NOTE Confidence: 0.997882
00:13:22.035 --> 00:13:23.235 the Yale way so that
NOTE Confidence: 0.997882

00:13:23.235 --> 00:13:24.535 nobody gets into trouble.
NOTE Confidence: 0.9978961

00:13:25.475 --> 00:13:26.755 What is alignment? If you
NOTE Confidence: 0.9978961

00:13:26.755 --> 00:13:27.975 have heard this word,
NOTE Confidence: 0.99585795

00:13:28.429 --> 00:13:29.790 it actually means something here
NOTE Confidence: 0.99585795

00:13:29.790 --> 00:13:30.910 at Yale. It means something
NOTE Confidence: 0.99585795

00:13:30.910 --> 00:13:31.569 very specific.
NOTE Confidence: 0.9430885

00:13:31.949 --> 00:13:33.309 We are aligning with the
NOTE Confidence: 0.9430885

00:13:33.309 --> 00:13:34.670 health system. School of medicine
NOTE Confidence: 0.9430885

00:13:34.670 --> 00:13:35.170 and
NOTE Confidence: 0.9052596

00:13:35.550 --> 00:13:36.990 hospital and health system are
NOTE Confidence: 0.9052596

00:13:36.990 --> 00:13:37.490 aligning.
NOTE Confidence: 0.9747269

00:13:37.870 --> 00:13:39.089 And this is, like,
NOTE Confidence: 0.9930534

00:13:39.709 --> 00:13:40.850 brilliant, amazing,
NOTE Confidence: 0.9999145

00:13:41.550 --> 00:13:42.050 unbelievable
NOTE Confidence: 0.999345

00:13:42.589 --> 00:13:43.089 work
NOTE Confidence: 0.9883561

00:13:43.855 --> 00:13:45.615 that is actually happening. And

NOTE Confidence: 0.9883561

00:13:45.615 --> 00:13:46.655 I've like I said, I've

NOTE Confidence: 0.9883561

00:13:46.655 --> 00:13:47.695 been here twenty three years

NOTE Confidence: 0.9883561

00:13:47.695 --> 00:13:48.975 and did not actually believe

NOTE Confidence: 0.9883561

00:13:48.975 --> 00:13:50.335 that this would happen, but

NOTE Confidence: 0.9883561

00:13:50.335 --> 00:13:51.315 it is happening.

NOTE Confidence: 0.9870428

00:13:51.934 --> 00:13:52.434 And,

NOTE Confidence: 0.97543997

00:13:54.095 --> 00:13:54.895 you should go to these

NOTE Confidence: 0.97543997

00:13:54.975 --> 00:13:56.255 they have town halls, and

NOTE Confidence: 0.97543997

00:13:56.255 --> 00:13:57.480 you can learn all this

NOTE Confidence: 0.97543997

00:13:57.720 --> 00:13:59.559 really wild, interesting stuff. We

NOTE Confidence: 0.97543997

00:13:59.559 --> 00:14:01.179 have two completely different cultures.

NOTE Confidence: 0.97543997

00:14:01.399 --> 00:14:02.920 We are aligning them and

NOTE Confidence: 0.97543997

00:14:02.920 --> 00:14:04.920 working together, and it's really

NOTE Confidence: 0.97543997

00:14:04.920 --> 00:14:05.899 truly happening.

NOTE Confidence: 0.9985044

00:14:06.440 --> 00:14:07.639 And I encourage you to

NOTE Confidence: 0.9985044

00:14:07.639 --> 00:14:08.679 go to the website and
NOTE Confidence: 0.9985044

00:14:08.679 --> 00:14:09.420 learn more.
NOTE Confidence: 0.961897

00:14:11.285 --> 00:14:12.325 This is my last question,
NOTE Confidence: 0.961897

00:14:12.325 --> 00:14:12.985 I promise.
NOTE Confidence: 0.9500593

00:14:13.445 --> 00:14:14.505 A lot of the departments
NOTE Confidence: 0.9500593

00:14:14.565 --> 00:14:15.785 have communications
NOTE Confidence: 0.9977257

00:14:16.245 --> 00:14:17.845 experts in them. We have
NOTE Confidence: 0.9977257

00:14:17.845 --> 00:14:20.105 them embedded. We, have regular
NOTE Confidence: 0.9977257

00:14:20.245 --> 00:14:21.925 meetings with the communications people
NOTE Confidence: 0.9977257

00:14:21.925 --> 00:14:23.065 all across the school.
NOTE Confidence: 0.9953602

00:14:23.379 --> 00:14:24.339 We talk about all of
NOTE Confidence: 0.9953602

00:14:24.339 --> 00:14:25.639 this stuff. We have retreats.
NOTE Confidence: 0.9992576

00:14:26.019 --> 00:14:27.220 We go through the policies
NOTE Confidence: 0.9992576

00:14:27.220 --> 00:14:28.660 in detail. We go through
NOTE Confidence: 0.9992576

00:14:28.660 --> 00:14:29.620 how to help people in
NOTE Confidence: 0.9992576

00:14:29.620 --> 00:14:30.600 detail. We answer

NOTE Confidence: 0.9835242

00:14:30.980 --> 00:14:33.139 every possible communications question I

NOTE Confidence: 0.9835242

00:14:33.139 --> 00:14:35.060 could ever think of. And,

NOTE Confidence: 0.9948435

00:14:36.015 --> 00:14:36.975 a lot of the departments

NOTE Confidence: 0.9948435

00:14:36.975 --> 00:14:38.415 have somebody embedded in them,

NOTE Confidence: 0.9948435

00:14:38.415 --> 00:14:39.695 and you can you can

NOTE Confidence: 0.9948435

00:14:39.695 --> 00:14:41.715 find that list here at,

NOTE Confidence: 0.9341563

00:14:42.575 --> 00:14:44.035 again, it's in the communication

NOTE Confidence: 0.9341563

00:14:44.095 --> 00:14:45.295 section of my YSM, but

NOTE Confidence: 0.9341563

00:14:45.295 --> 00:14:46.255 everybody's here, and you can

NOTE Confidence: 0.9341563

00:14:46.255 --> 00:14:47.315 look up your department.

NOTE Confidence: 0.9986664

00:14:49.670 --> 00:14:50.970 That is it for me.

NOTE Confidence: 0.96510273

00:14:52.390 --> 00:14:53.590 Jen, do you want to

NOTE Confidence: 0.96510273

00:14:53.590 --> 00:14:54.630 keep are you gonna share

NOTE Confidence: 0.96510273

00:14:54.630 --> 00:14:55.910 your screen now? Why don't

NOTE Confidence: 0.96510273

00:14:55.910 --> 00:14:56.870 you just I'll just tell

NOTE Confidence: 0.96510273

00:14:56.870 --> 00:14:57.830 you. Like, if you don't
NOTE Confidence: 0.96510273

00:14:57.830 --> 00:14:59.350 mind keeping going, that's just
NOTE Confidence: 0.96510273

00:14:59.350 --> 00:15:00.470 easier than we don't stop
NOTE Confidence: 0.96510273

00:15:00.470 --> 00:15:02.415 for tech issues. So, again,
NOTE Confidence: 0.96510273

00:15:02.415 --> 00:15:03.455 hi. I'm Jen.
NOTE Confidence: 0.9899167

00:15:04.015 --> 00:15:04.815 I'm gonna tell you a
NOTE Confidence: 0.9899167

00:15:04.815 --> 00:15:06.335 little bit more about faculty
NOTE Confidence: 0.9899167

00:15:06.335 --> 00:15:07.775 profiles. Thank you, Lena, for
NOTE Confidence: 0.9899167

00:15:07.775 --> 00:15:09.135 giving the overview and showing
NOTE Confidence: 0.9899167

00:15:09.135 --> 00:15:10.435 people how to get that.
NOTE Confidence: 0.9813805

00:15:11.135 --> 00:15:12.335 If you wanna go to
NOTE Confidence: 0.9813805

00:15:12.335 --> 00:15:13.615 the first slide of my
NOTE Confidence: 0.9813805

00:15:13.615 --> 00:15:15.709 section, I'll dive in. So
NOTE Confidence: 0.9813805

00:15:15.769 --> 00:15:17.610 your so to put this
NOTE Confidence: 0.9813805

00:15:17.610 --> 00:15:19.709 very simply, your faculty profile
NOTE Confidence: 0.9813805

00:15:19.769 --> 00:15:21.069 is your public presence

NOTE Confidence: 0.96935433

00:15:21.610 --> 00:15:22.649 on the Yale School of

NOTE Confidence: 0.96935433

00:15:22.649 --> 00:15:23.930 Medicine site, which is medicine

NOTE Confidence: 0.96935433

00:15:23.930 --> 00:15:25.069 dot yale dot edu,

NOTE Confidence: 0.97748154

00:15:25.370 --> 00:15:26.649 and on the Yale Medicine

NOTE Confidence: 0.97748154

00:15:26.649 --> 00:15:28.110 site, which is yale medicine

NOTE Confidence: 0.97748154

00:15:28.170 --> 00:15:28.990 dot org.

NOTE Confidence: 0.9641505

00:15:29.875 --> 00:15:31.654 Those two sites work together,

NOTE Confidence: 0.9641505

00:15:31.795 --> 00:15:32.915 but they're kind of different

NOTE Confidence: 0.9641505

00:15:32.915 --> 00:15:35.255 audiences. So if you've explored

NOTE Confidence: 0.9641505

00:15:35.315 --> 00:15:36.835 both site sites, you'll notice

NOTE Confidence: 0.9641505

00:15:36.835 --> 00:15:37.815 that they look different.

NOTE Confidence: 0.9825595

00:15:38.435 --> 00:15:39.714 The Yale School of Medicine

NOTE Confidence: 0.9825595

00:15:39.714 --> 00:15:41.315 site is really focused on

NOTE Confidence: 0.9825595

00:15:41.315 --> 00:15:43.700 research collaborators and students and

NOTE Confidence: 0.9825595

00:15:43.700 --> 00:15:45.700 donors and clinical partners and

NOTE Confidence: 0.9825595

00:15:45.700 --> 00:15:47.700 all it's primarily research and
NOTE Confidence: 0.9825595

00:15:47.700 --> 00:15:48.920 academic content.
NOTE Confidence: 0.92614347

00:15:49.380 --> 00:15:51.060 The Yale Medicine side of
NOTE Confidence: 0.92614347

00:15:51.060 --> 00:15:52.180 things oh, yeah. I'll let
NOTE Confidence: 0.92614347

00:15:52.180 --> 00:15:53.380 I'll let Lena go to
NOTE Confidence: 0.92614347

00:15:53.380 --> 00:15:54.580 go to that home page
NOTE Confidence: 0.92614347

00:15:54.580 --> 00:15:55.800 here for for starters.
NOTE Confidence: 0.9809917

00:15:56.145 --> 00:15:57.525 So this is Yale Medicine.
NOTE Confidence: 0.9809917

00:15:57.585 --> 00:15:58.545 I mean, Yale School of
NOTE Confidence: 0.9809917

00:15:58.545 --> 00:16:00.305 Medicine site. And then if
NOTE Confidence: 0.9809917

00:16:00.385 --> 00:16:01.265 can you pop over to
NOTE Confidence: 0.9809917

00:16:01.265 --> 00:16:02.565 Yale Medicine for a moment?
NOTE Confidence: 0.9809917

00:16:02.705 --> 00:16:04.565 So Yale Medicine is primarily
NOTE Confidence: 0.9809917

00:16:04.785 --> 00:16:05.605 our patient
NOTE Confidence: 0.9776345

00:16:05.985 --> 00:16:07.365 and referring clinicians
NOTE Confidence: 0.98643315

00:16:07.745 --> 00:16:09.425 focused site. So the content

NOTE Confidence: 0.98643315
00:16:09.425 --> 00:16:10.625 on Yale Medicine is more
NOTE Confidence: 0.98643315
00:16:10.625 --> 00:16:13.240 directed towards a general patient
NOTE Confidence: 0.98643315
00:16:13.240 --> 00:16:13.740 audience.
NOTE Confidence: 0.9727658
00:16:15.080 --> 00:16:16.060 However, even
NOTE Confidence: 0.99276245
00:16:16.440 --> 00:16:18.440 faculty and students, have a
NOTE Confidence: 0.99276245
00:16:18.440 --> 00:16:20.280 body and have things that
NOTE Confidence: 0.99276245
00:16:20.280 --> 00:16:21.820 they need help with. So
NOTE Confidence: 0.99276245
00:16:21.960 --> 00:16:23.240 this this site has a
NOTE Confidence: 0.99276245
00:16:23.240 --> 00:16:24.300 very, very broad,
NOTE Confidence: 0.9898715
00:16:25.240 --> 00:16:26.685 very broad user base.
NOTE Confidence: 0.9762611
00:16:27.005 --> 00:16:27.725 Let's go back to the
NOTE Confidence: 0.9762611
00:16:27.725 --> 00:16:29.005 slides. So it's just an
NOTE Confidence: 0.9762611
00:16:29.085 --> 00:16:29.965 a little bit of a
NOTE Confidence: 0.9762611
00:16:29.965 --> 00:16:31.505 difference between those two sites.
NOTE Confidence: 0.9762611
00:16:31.645 --> 00:16:33.805 The profiles feed both. So
NOTE Confidence: 0.9762611

00:16:33.805 --> 00:16:35.005 I'll show you how that
NOTE Confidence: 0.9762611

00:16:35.005 --> 00:16:36.765 all happens. But when you
NOTE Confidence: 0.9762611

00:16:36.765 --> 00:16:38.465 create a profile in Beatrix,
NOTE Confidence: 0.9762611

00:16:38.605 --> 00:16:40.380 it actually gets fed to
NOTE Confidence: 0.9762611

00:16:40.380 --> 00:16:42.380 the YSM site site. And
NOTE Confidence: 0.9762611

00:16:42.380 --> 00:16:43.519 if you are a clinical
NOTE Confidence: 0.9671821

00:16:43.820 --> 00:16:45.120 Yale Medicine provider,
NOTE Confidence: 0.99471635

00:16:45.500 --> 00:16:46.860 it will also get fed
NOTE Confidence: 0.99471635

00:16:46.860 --> 00:16:48.380 into the Yale Medicine site.
NOTE Confidence: 0.99471635

00:16:48.380 --> 00:16:49.500 So you'll see yourself in
NOTE Confidence: 0.99471635

00:16:49.500 --> 00:16:50.880 Google in two different places.
NOTE Confidence: 0.9997031

00:16:51.260 --> 00:16:52.560 Don't be thrown by that.
NOTE Confidence: 0.99867934

00:16:53.100 --> 00:16:53.600 So
NOTE Confidence: 0.99742484

00:16:54.575 --> 00:16:56.515 faculty profiles are incredibly important
NOTE Confidence: 0.99742484

00:16:56.655 --> 00:16:57.635 for your visibility,
NOTE Confidence: 0.95755935

00:16:59.135 --> 00:17:00.495 both on the site and

NOTE Confidence: 0.95755935

00:17:00.495 --> 00:17:01.775 also in Google, but it's

NOTE Confidence: 0.95755935

00:17:01.775 --> 00:17:03.375 also very useful for our

NOTE Confidence: 0.95755935

00:17:03.375 --> 00:17:05.535 editorial team because our primary

NOTE Confidence: 0.95755935

00:17:05.535 --> 00:17:07.055 job is to share your

NOTE Confidence: 0.95755935

00:17:07.055 --> 00:17:07.555 stories

NOTE Confidence: 0.9852315

00:17:07.909 --> 00:17:09.109 about your research and your

NOTE Confidence: 0.9852315

00:17:09.109 --> 00:17:10.950 clinical practice to highlight the

NOTE Confidence: 0.9852315

00:17:10.950 --> 00:17:12.390 great work that you're doing

NOTE Confidence: 0.9852315

00:17:12.390 --> 00:17:13.049 in your

NOTE Confidence: 0.9808579

00:17:13.429 --> 00:17:15.210 work here at Yale. So

NOTE Confidence: 0.9808579

00:17:15.350 --> 00:17:16.869 these profiles, we are going

NOTE Confidence: 0.9808579

00:17:16.869 --> 00:17:17.830 to we're going to them

NOTE Confidence: 0.9808579

00:17:17.830 --> 00:17:19.609 constantly. We're looking up information

NOTE Confidence: 0.9808579

00:17:19.750 --> 00:17:22.025 about you. We're getting ideas.

NOTE Confidence: 0.9904759

00:17:22.325 --> 00:17:23.365 When we have a story

NOTE Confidence: 0.9904759

00:17:23.365 --> 00:17:24.484 idea come to us and
NOTE Confidence: 0.9904759

00:17:24.484 --> 00:17:25.685 we need to find an
NOTE Confidence: 0.9904759

00:17:25.685 --> 00:17:27.125 expert who can weigh in
NOTE Confidence: 0.9904759

00:17:27.125 --> 00:17:28.805 on that story, we will
NOTE Confidence: 0.9904759

00:17:28.805 --> 00:17:30.484 search and find you through
NOTE Confidence: 0.9904759

00:17:30.484 --> 00:17:32.005 your profiles. So these are
NOTE Confidence: 0.9904759

00:17:32.005 --> 00:17:33.285 really, really important. And the
NOTE Confidence: 0.9904759

00:17:33.285 --> 00:17:34.725 more information you put in
NOTE Confidence: 0.9904759

00:17:34.725 --> 00:17:36.105 your profile, the better.
NOTE Confidence: 0.9539204

00:17:37.100 --> 00:17:38.060 And as I said, they're
NOTE Confidence: 0.9539204

00:17:38.060 --> 00:17:39.420 linked across both sites, so
NOTE Confidence: 0.9539204

00:17:39.420 --> 00:17:40.640 there's lots of visibility.
NOTE Confidence: 0.9990288

00:17:41.180 --> 00:17:42.400 If you wanna get inspired,
NOTE Confidence: 0.99775565

00:17:42.700 --> 00:17:44.619 look at your department chairs,
NOTE Confidence: 0.99775565

00:17:44.619 --> 00:17:45.820 the deans, and the deputy
NOTE Confidence: 0.99775565

00:17:45.820 --> 00:17:47.500 deans. There's and I see

NOTE Confidence: 0.99775565
00:17:47.500 --> 00:17:48.460 a couple of you on
NOTE Confidence: 0.99775565
00:17:48.460 --> 00:17:49.440 this call already.
NOTE Confidence: 0.9947799
00:17:50.405 --> 00:17:51.765 These profiles tend to be
NOTE Confidence: 0.9947799
00:17:51.765 --> 00:17:53.125 very, very robust. They have
NOTE Confidence: 0.9947799
00:17:53.125 --> 00:17:54.984 really, comprehensive biographies,
NOTE Confidence: 0.9790303
00:17:55.605 --> 00:17:56.965 a lot of really great
NOTE Confidence: 0.9790303
00:17:56.965 --> 00:17:58.184 information and detail.
NOTE Confidence: 0.914287
00:17:59.845 --> 00:18:00.825 There's another,
NOTE Confidence: 0.99985456
00:18:01.605 --> 00:18:02.105 benefit
NOTE Confidence: 0.9996451
00:18:02.405 --> 00:18:04.665 of putting your information in
NOTE Confidence: 0.984041
00:18:05.020 --> 00:18:06.380 Beatrix, which I will tell
NOTE Confidence: 0.984041
00:18:06.380 --> 00:18:07.260 you in a in a
NOTE Confidence: 0.984041
00:18:07.260 --> 00:18:07.760 moment.
NOTE Confidence: 0.9855548
00:18:08.380 --> 00:18:08.880 But,
NOTE Confidence: 0.9994574
00:18:09.580 --> 00:18:10.480 if you forget
NOTE Confidence: 0.99521655

00:18:10.780 --> 00:18:12.059 how to get to this
NOTE Confidence: 0.99521655

00:18:12.059 --> 00:18:13.179 or if you need some
NOTE Confidence: 0.99521655

00:18:13.179 --> 00:18:14.940 help, it's pretty straightforward, but
NOTE Confidence: 0.99521655

00:18:14.940 --> 00:18:16.299 it's always helpful to have
NOTE Confidence: 0.99521655

00:18:16.299 --> 00:18:17.119 those resources.
NOTE Confidence: 0.9836417

00:18:17.554 --> 00:18:18.994 That QR code will take
NOTE Confidence: 0.9836417

00:18:18.994 --> 00:18:20.835 you to the faculty and
NOTE Confidence: 0.9836417

00:18:20.835 --> 00:18:21.335 staff
NOTE Confidence: 0.99738306

00:18:21.635 --> 00:18:22.375 help pages
NOTE Confidence: 0.98340243

00:18:22.914 --> 00:18:23.414 on,
NOTE Confidence: 0.9707262

00:18:24.035 --> 00:18:24.674 on our,
NOTE Confidence: 0.9535428

00:18:25.315 --> 00:18:27.095 it's it's it's a separate
NOTE Confidence: 0.97476774

00:18:27.395 --> 00:18:28.835 SOP system that we doesn't
NOTE Confidence: 0.97476774

00:18:28.835 --> 00:18:29.794 matter where it lives, but
NOTE Confidence: 0.97476774

00:18:29.794 --> 00:18:30.769 you should have access to
NOTE Confidence: 0.97476774

00:18:30.769 --> 00:18:32.529 this. And you'll be able

NOTE Confidence: 0.97476774
00:18:32.529 --> 00:18:34.289 to it'll walk you through
NOTE Confidence: 0.97476774
00:18:34.289 --> 00:18:35.570 the process of of,
NOTE Confidence: 0.97593176
00:18:35.970 --> 00:18:37.190 of filling out the profile.
NOTE Confidence: 0.98393154
00:18:37.730 --> 00:18:38.850 I'll just hit a couple
NOTE Confidence: 0.98393154
00:18:38.850 --> 00:18:39.350 highlights
NOTE Confidence: 0.9776674
00:18:39.730 --> 00:18:40.850 of things that are very
NOTE Confidence: 0.9776674
00:18:40.850 --> 00:18:41.350 important.
NOTE Confidence: 0.9545256
00:18:41.889 --> 00:18:42.609 If you wanna go to
NOTE Confidence: 0.9545256
00:18:42.609 --> 00:18:43.955 the next slide. Yep. I'm
NOTE Confidence: 0.9545256
00:18:43.955 --> 00:18:44.994 just gonna interrupt you real
NOTE Confidence: 0.9545256
00:18:44.994 --> 00:18:47.155 quick. Somebody posted they have
NOTE Confidence: 0.9545256
00:18:47.155 --> 00:18:48.595 a profile in Northeast Medical
NOTE Confidence: 0.9545256
00:18:48.595 --> 00:18:50.055 Group with incorrect information
NOTE Confidence: 0.96718967
00:18:50.755 --> 00:18:51.715 and is that part of
NOTE Confidence: 0.96718967
00:18:51.715 --> 00:18:53.155 the Yale profile. But it
NOTE Confidence: 0.96718967

00:18:53.155 --> 00:18:54.115 is not part of the
NOTE Confidence: 0.96718967

00:18:54.115 --> 00:18:55.475 Yale profile, and we don't
NOTE Confidence: 0.96718967

00:18:55.475 --> 00:18:56.915 have access to edit it.
NOTE Confidence: 0.96718967

00:18:56.915 --> 00:18:57.234 But,
NOTE Confidence: 0.9325784

00:18:57.875 --> 00:18:58.775 Mark's gonna,
NOTE Confidence: 0.8521402

00:18:59.450 --> 00:19:00.430 I think Mark
NOTE Confidence: 0.9235348

00:19:00.810 --> 00:19:02.010 is gonna find out help
NOTE Confidence: 0.9235348

00:19:02.010 --> 00:19:03.130 find out who to contact
NOTE Confidence: 0.9235348

00:19:03.130 --> 00:19:04.250 to make her Yes. Great.
NOTE Confidence: 0.9235348

00:19:04.250 --> 00:19:05.930 Yeah. Thanks for watching the
NOTE Confidence: 0.9235348

00:19:05.930 --> 00:19:07.050 comments. I can't see that
NOTE Confidence: 0.9235348

00:19:07.050 --> 00:19:08.410 right now. I know. Okay.
NOTE Confidence: 0.9235348

00:19:08.410 --> 00:19:09.930 So your first steps. So
NOTE Confidence: 0.9235348

00:19:09.930 --> 00:19:11.385 a couple things to know.
NOTE Confidence: 0.9235348

00:19:11.625 --> 00:19:13.005 So some of the information,
NOTE Confidence: 0.9235348

00:19:13.145 --> 00:19:14.425 I e, your Workday title

NOTE Confidence: 0.9235348
00:19:14.425 --> 00:19:15.465 and a few other minor
NOTE Confidence: 0.9235348
00:19:15.465 --> 00:19:17.865 things, are imported directly from
NOTE Confidence: 0.9235348
00:19:17.865 --> 00:19:18.365 Workday,
NOTE Confidence: 0.9888547
00:19:18.905 --> 00:19:20.765 Yale's HR system. So
NOTE Confidence: 0.97873294
00:19:21.065 --> 00:19:22.025 we don't you won't have
NOTE Confidence: 0.97873294
00:19:22.025 --> 00:19:23.625 the ability to control that.
NOTE Confidence: 0.97873294
00:19:23.625 --> 00:19:24.585 So if there is an
NOTE Confidence: 0.97873294
00:19:24.585 --> 00:19:25.865 issue with it, something's not
NOTE Confidence: 0.97873294
00:19:25.865 --> 00:19:26.365 correct,
NOTE Confidence: 0.9956921
00:19:27.170 --> 00:19:28.929 please work with faculty affairs
NOTE Confidence: 0.9956921
00:19:28.929 --> 00:19:30.450 to get that corrected. They
NOTE Confidence: 0.9956921
00:19:30.450 --> 00:19:31.410 just have to put in
NOTE Confidence: 0.9956921
00:19:31.410 --> 00:19:32.450 a request to HR and
NOTE Confidence: 0.9956921
00:19:32.450 --> 00:19:33.670 kind of navigate that.
NOTE Confidence: 0.9856326
00:19:34.290 --> 00:19:35.890 In most cases, in almost
NOTE Confidence: 0.9856326

00:19:35.890 --> 00:19:37.330 all other cases, you control
NOTE Confidence: 0.9856326

00:19:37.330 --> 00:19:38.369 the data. So you can
NOTE Confidence: 0.9856326

00:19:38.369 --> 00:19:40.150 decide what pieces of information
NOTE Confidence: 0.9856326

00:19:40.290 --> 00:19:41.570 show up on your public
NOTE Confidence: 0.9856326

00:19:41.570 --> 00:19:42.070 profile
NOTE Confidence: 0.99606746

00:19:42.405 --> 00:19:43.525 versus what is just kept
NOTE Confidence: 0.99606746

00:19:43.525 --> 00:19:44.805 in the system for other
NOTE Confidence: 0.99606746

00:19:44.805 --> 00:19:46.165 purposes, which I will review
NOTE Confidence: 0.99606746

00:19:46.165 --> 00:19:46.665 later.
NOTE Confidence: 0.95432454

00:19:48.244 --> 00:19:49.445 The the way that the
NOTE Confidence: 0.95432454

00:19:49.445 --> 00:19:50.645 the queue on this is
NOTE Confidence: 0.95432454

00:19:50.645 --> 00:19:52.805 really this little orange with
NOTE Confidence: 0.95432454

00:19:52.805 --> 00:19:54.165 the lock means it's not
NOTE Confidence: 0.95432454

00:19:54.165 --> 00:19:54.665 visible
NOTE Confidence: 0.9990516

00:19:55.119 --> 00:19:55.619 externally.
NOTE Confidence: 0.9976829

00:19:56.159 --> 00:19:57.200 If you see the blue

NOTE Confidence: 0.9976829

00:19:57.200 --> 00:19:59.059 eye, it means it is

NOTE Confidence: 0.9779298

00:19:59.600 --> 00:20:01.359 visible externally. So you have

NOTE Confidence: 0.9779298

00:20:01.359 --> 00:20:02.899 the ability to control that.

NOTE Confidence: 0.98152035

00:20:03.279 --> 00:20:04.320 The other thing that shows

NOTE Confidence: 0.98152035

00:20:04.320 --> 00:20:05.679 up, that you need to

NOTE Confidence: 0.98152035

00:20:05.679 --> 00:20:06.980 make sure that is right,

NOTE Confidence: 0.97560656

00:20:07.359 --> 00:20:08.659 I believe this is automatically

NOTE Confidence: 0.97560656

00:20:08.775 --> 00:20:10.395 fed. Right, Lena? The organization

NOTE Confidence: 0.99965656

00:20:10.775 --> 00:20:12.475 membership comes in from

NOTE Confidence: 0.9683452

00:20:12.935 --> 00:20:14.775 from HR. Is that true?

NOTE Confidence: 0.9683452

00:20:14.775 --> 00:20:15.815 Some of them. So the

NOTE Confidence: 0.9683452

00:20:15.815 --> 00:20:17.575 department does, and I don't

NOTE Confidence: 0.9683452

00:20:17.575 --> 00:20:19.095 think sections do, although we

NOTE Confidence: 0.9683452

00:20:19.095 --> 00:20:20.135 were trying to get that.

NOTE Confidence: 0.9683452

00:20:20.135 --> 00:20:20.375 But,

NOTE Confidence: 0.9988863

00:20:21.095 --> 00:20:22.135 all the other programs and
NOTE Confidence: 0.9988863

00:20:22.135 --> 00:20:23.275 centers are managed
NOTE Confidence: 0.99734455

00:20:24.170 --> 00:20:26.410 usually through a communications person
NOTE Confidence: 0.99734455

00:20:26.410 --> 00:20:27.790 who's managing the memberships.
NOTE Confidence: 0.9664985

00:20:28.410 --> 00:20:29.929 Okay. So it so to
NOTE Confidence: 0.9664985

00:20:29.929 --> 00:20:31.049 check log in to your
NOTE Confidence: 0.9664985

00:20:31.049 --> 00:20:32.890 profile, check your memberships, and
NOTE Confidence: 0.9664985

00:20:32.890 --> 00:20:34.109 make sure that your organizations
NOTE Confidence: 0.9664985

00:20:34.170 --> 00:20:35.770 are correctly correct. And you
NOTE Confidence: 0.9664985

00:20:35.770 --> 00:20:36.809 can kinda see over on
NOTE Confidence: 0.9664985

00:20:36.809 --> 00:20:38.045 the left, if you wanna
NOTE Confidence: 0.9664985

00:20:38.045 --> 00:20:39.825 point to that organization's tab
NOTE Confidence: 0.9738776

00:20:40.125 --> 00:20:41.085 right there. So it's just
NOTE Confidence: 0.9738776

00:20:41.085 --> 00:20:42.285 under that. Just double check
NOTE Confidence: 0.9738776

00:20:42.285 --> 00:20:43.405 then make sure that everything's
NOTE Confidence: 0.9738776

00:20:43.405 --> 00:20:45.005 okay. If it's not, reach

NOTE Confidence: 0.9738776

00:20:45.005 --> 00:20:46.525 out to the YSM editor,

NOTE Confidence: 0.9738776

00:20:46.525 --> 00:20:47.565 and we'll get that fixed

NOTE Confidence: 0.9738776

00:20:47.565 --> 00:20:48.225 for you.

NOTE Confidence: 0.98365784

00:20:49.244 --> 00:20:50.605 Again, we are all gonna

NOTE Confidence: 0.98365784

00:20:50.605 --> 00:20:52.059 read your email and have

NOTE Confidence: 0.98365784

00:20:52.059 --> 00:20:53.179 a big long discussion about

NOTE Confidence: 0.98365784

00:20:53.179 --> 00:20:54.559 how to fix it. Exactly.

NOTE Confidence: 0.9936135

00:20:55.019 --> 00:20:56.460 Alright. So the next tab

NOTE Confidence: 0.9936135

00:20:56.460 --> 00:20:56.940 down,

NOTE Confidence: 0.990639

00:20:57.419 --> 00:20:58.700 this recently changed, I think,

NOTE Confidence: 0.990639

00:20:58.700 --> 00:20:59.659 because I found it under

NOTE Confidence: 0.990639

00:20:59.659 --> 00:21:01.259 personalization. It was called something

NOTE Confidence: 0.990639

00:21:01.259 --> 00:21:02.379 else. Don't don't let that

NOTE Confidence: 0.990639

00:21:02.379 --> 00:21:03.119 throw you.

NOTE Confidence: 0.9654643

00:21:03.500 --> 00:21:04.460 So this is where you

NOTE Confidence: 0.9654643

00:21:04.460 --> 00:21:05.679 could upload your headshot.
NOTE Confidence: 0.9379758

00:21:06.005 --> 00:21:07.525 If you've if you haven't
NOTE Confidence: 0.9379758

00:21:07.525 --> 00:21:08.885 had a a headshot created
NOTE Confidence: 0.9379758

00:21:08.885 --> 00:21:10.245 yet, you can also find
NOTE Confidence: 0.9379758

00:21:10.245 --> 00:21:11.205 that in on that link
NOTE Confidence: 0.9379758

00:21:11.205 --> 00:21:13.385 that that Linus, showed earlier.
NOTE Confidence: 0.9951087

00:21:13.845 --> 00:21:15.285 There's also an opportunity to
NOTE Confidence: 0.9951087

00:21:15.285 --> 00:21:16.885 add a banner image where
NOTE Confidence: 0.9951087

00:21:16.885 --> 00:21:18.565 you can customize the look
NOTE Confidence: 0.9951087

00:21:18.565 --> 00:21:19.545 of your page.
NOTE Confidence: 0.950737

00:21:20.800 --> 00:21:22.180 And then if you That's
NOTE Confidence: 0.9777099

00:21:23.360 --> 00:21:24.960 this thing. Right. And, actually,
NOTE Confidence: 0.9777099

00:21:24.960 --> 00:21:25.680 stay on that for a
NOTE Confidence: 0.9777099

00:21:25.680 --> 00:21:27.040 second, Lena. Okay. Because the
NOTE Confidence: 0.9777099

00:21:27.040 --> 00:21:28.160 next bullet is about the
NOTE Confidence: 0.9777099

00:21:28.160 --> 00:21:29.520 header cards, and that is

NOTE Confidence: 0.9777099

00:21:29.520 --> 00:21:31.280 those three things right there.

NOTE Confidence: 0.9777099

00:21:31.280 --> 00:21:32.720 You can customize what goes

NOTE Confidence: 0.9777099

00:21:32.720 --> 00:21:33.935 on that, what order they're

NOTE Confidence: 0.9777099

00:21:33.935 --> 00:21:35.215 in, the kinds of information.

NOTE Confidence: 0.9777099

00:21:35.215 --> 00:21:36.015 There's a whole bunch of

NOTE Confidence: 0.9777099

00:21:36.015 --> 00:21:37.395 different options you can choose.

NOTE Confidence: 0.970881

00:21:38.575 --> 00:21:39.615 Yep. Am I going back

NOTE Confidence: 0.970881

00:21:39.615 --> 00:21:41.135 here now? Yep. And you

NOTE Confidence: 0.970881

00:21:41.135 --> 00:21:42.255 also can, you can you

NOTE Confidence: 0.970881

00:21:42.255 --> 00:21:43.635 can also have the opportunity

NOTE Confidence: 0.970881

00:21:43.695 --> 00:21:44.734 to rearrange some of those

NOTE Confidence: 0.970881

00:21:44.734 --> 00:21:45.855 sections, and then there's a

NOTE Confidence: 0.970881

00:21:45.855 --> 00:21:46.815 lot of other things you

NOTE Confidence: 0.970881

00:21:46.815 --> 00:21:47.715 can add in,

NOTE Confidence: 0.98073703

00:21:48.430 --> 00:21:50.270 academic achievements and stuff that

NOTE Confidence: 0.98073703

00:21:50.350 --> 00:21:51.710 you know, mentoring things that

NOTE Confidence: 0.98073703

00:21:51.710 --> 00:21:52.450 you do,

NOTE Confidence: 0.9981836

00:21:52.990 --> 00:21:55.310 community involvement, honors you've received,

NOTE Confidence: 0.9981836

00:21:55.310 --> 00:21:56.290 things like that.

NOTE Confidence: 0.99761534

00:21:56.990 --> 00:21:58.350 Alright. Go ahead to the

NOTE Confidence: 0.99761534

00:21:58.350 --> 00:21:59.869 next one. Okay. So the

NOTE Confidence: 0.99761534

00:21:59.869 --> 00:22:01.010 bios. So

NOTE Confidence: 0.98951703

00:22:01.435 --> 00:22:02.715 you have the ability to

NOTE Confidence: 0.98951703

00:22:02.715 --> 00:22:04.895 add your own professional biography.

NOTE Confidence: 0.98951703

00:22:04.955 --> 00:22:05.994 If you have one that

NOTE Confidence: 0.98951703

00:22:05.994 --> 00:22:07.275 you like and that has

NOTE Confidence: 0.98951703

00:22:07.275 --> 00:22:07.935 been written,

NOTE Confidence: 0.9833491

00:22:08.395 --> 00:22:09.515 for you or that you've

NOTE Confidence: 0.9833491

00:22:09.515 --> 00:22:10.015 written,

NOTE Confidence: 0.51290953

00:22:10.715 --> 00:22:11.215 the

NOTE Confidence: 0.9520914

00:22:11.515 --> 00:22:12.875 the goal here is this

NOTE Confidence: 0.9520914
00:22:12.875 --> 00:22:14.040 is what this top one
NOTE Confidence: 0.9520914
00:22:14.040 --> 00:22:15.100 professional biography
NOTE Confidence: 0.9965049
00:22:15.480 --> 00:22:16.840 is what will appear on
NOTE Confidence: 0.9965049
00:22:16.840 --> 00:22:17.580 the YSM
NOTE Confidence: 0.99957794
00:22:18.040 --> 00:22:18.540 page.
NOTE Confidence: 0.97910786
00:22:19.080 --> 00:22:20.760 This particular biography should be
NOTE Confidence: 0.97910786
00:22:20.760 --> 00:22:22.200 focused on your career, research,
NOTE Confidence: 0.97910786
00:22:22.200 --> 00:22:23.720 and clinical interest. It's more
NOTE Confidence: 0.97910786
00:22:23.720 --> 00:22:25.580 about you as a scientist
NOTE Confidence: 0.97910786
00:22:25.640 --> 00:22:26.520 and as a as a
NOTE Confidence: 0.97910786
00:22:26.520 --> 00:22:27.020 clinician.
NOTE Confidence: 0.99975187
00:22:27.785 --> 00:22:29.065 The audience for this is
NOTE Confidence: 0.99975187
00:22:29.065 --> 00:22:31.085 the academic and research audience.
NOTE Confidence: 0.98605645
00:22:31.785 --> 00:22:33.065 The next one down, patient
NOTE Confidence: 0.98605645
00:22:33.065 --> 00:22:33.885 care biography,
NOTE Confidence: 0.99964815

00:22:34.664 --> 00:22:35.544 you will not be able
NOTE Confidence: 0.99964815

00:22:35.544 --> 00:22:36.044 to
NOTE Confidence: 0.9802904

00:22:36.345 --> 00:22:38.025 insert your own bio for
NOTE Confidence: 0.9802904

00:22:38.025 --> 00:22:39.465 this. Those bios are written
NOTE Confidence: 0.9802904

00:22:39.465 --> 00:22:41.085 by the Yale Medicine editorial
NOTE Confidence: 0.9802904

00:22:41.304 --> 00:22:43.005 team so that they're approachable
NOTE Confidence: 0.99983656

00:22:43.600 --> 00:22:44.100 for
NOTE Confidence: 0.9799633

00:22:44.480 --> 00:22:45.460 a patient audience.
NOTE Confidence: 0.9995689

00:22:45.919 --> 00:22:46.899 But you do
NOTE Confidence: 0.9650934

00:22:47.279 --> 00:22:48.320 really I we would love
NOTE Confidence: 0.9650934

00:22:48.320 --> 00:22:49.279 for you to answer a
NOTE Confidence: 0.9650934

00:22:49.279 --> 00:22:50.480 few of these questions because
NOTE Confidence: 0.9650934

00:22:50.480 --> 00:22:51.760 it helps us write your
NOTE Confidence: 0.9650934

00:22:51.760 --> 00:22:53.119 bio, and it we will
NOTE Confidence: 0.9650934

00:22:53.119 --> 00:22:53.619 actually
NOTE Confidence: 0.9080245

00:22:54.000 --> 00:22:55.200 be able to pull quotes

NOTE Confidence: 0.9080245
00:22:55.200 --> 00:22:56.639 directly from us. We try
NOTE Confidence: 0.9080245
00:22:56.639 --> 00:22:57.940 to create a really
NOTE Confidence: 0.97772074
00:22:58.635 --> 00:23:00.335 robust patient friendly
NOTE Confidence: 0.9994198
00:23:01.035 --> 00:23:01.535 communication
NOTE Confidence: 0.9503497
00:23:02.234 --> 00:23:04.234 for your Yale Medicine presence
NOTE Confidence: 0.9503497
00:23:04.234 --> 00:23:05.935 that not only highlights
NOTE Confidence: 0.94844884
00:23:06.395 --> 00:23:08.075 your experience and your focus
NOTE Confidence: 0.94844884
00:23:08.075 --> 00:23:09.435 areas, but also gives them
NOTE Confidence: 0.94844884
00:23:09.595 --> 00:23:11.215 gives patients some insight
NOTE Confidence: 0.9804753
00:23:11.520 --> 00:23:13.040 into what makes you tick
NOTE Confidence: 0.9804753
00:23:13.040 --> 00:23:14.400 as a clinician and and
NOTE Confidence: 0.9804753
00:23:14.400 --> 00:23:15.460 and how you,
NOTE Confidence: 0.9981382
00:23:16.080 --> 00:23:18.160 how you approach your clinical
NOTE Confidence: 0.9981382
00:23:18.160 --> 00:23:18.660 care.
NOTE Confidence: 0.934531
00:23:19.119 --> 00:23:20.240 Yeah. It's just gonna Oh
NOTE Confidence: 0.934531

00:23:20.240 --> 00:23:21.280 my gosh. Right. So it's
NOTE Confidence: 0.934531

00:23:21.280 --> 00:23:22.560 not gonna it's not gonna
NOTE Confidence: 0.934531

00:23:22.560 --> 00:23:23.680 show up for you, Lena,
NOTE Confidence: 0.934531

00:23:23.680 --> 00:23:25.200 which is actually some one
NOTE Confidence: 0.934531

00:23:25.200 --> 00:23:26.715 of my next points. Okay.
NOTE Confidence: 0.934531

00:23:26.715 --> 00:23:27.994 So the only way you
NOTE Confidence: 0.934531

00:23:27.994 --> 00:23:28.975 will see that
NOTE Confidence: 0.9876066

00:23:29.595 --> 00:23:30.554 and the only way you
NOTE Confidence: 0.9876066

00:23:30.554 --> 00:23:31.994 will see some of the
NOTE Confidence: 0.9876066

00:23:31.994 --> 00:23:33.355 the options in the patient
NOTE Confidence: 0.9876066

00:23:33.355 --> 00:23:34.174 care section
NOTE Confidence: 0.99789715

00:23:34.715 --> 00:23:36.415 is if you are credentialed.
NOTE Confidence: 0.99831724

00:23:37.195 --> 00:23:39.054 So when you get because
NOTE Confidence: 0.9741024

00:23:39.355 --> 00:23:41.190 Lena is not a physician.
NOTE Confidence: 0.9741024

00:23:41.330 --> 00:23:42.609 She is not credentialed. She
NOTE Confidence: 0.9741024

00:23:42.609 --> 00:23:44.230 won't get that. Yeah.

NOTE Confidence: 0.9103455
00:23:44.770 --> 00:23:45.890 Those that show up only
NOTE Confidence: 0.9103455
00:23:45.890 --> 00:23:47.330 if you are a YM
NOTE Confidence: 0.9103455
00:23:47.330 --> 00:23:48.470 physician with credentials.
NOTE Confidence: 0.99742514
00:23:49.330 --> 00:23:50.290 Don't be thrown if you're
NOTE Confidence: 0.99742514
00:23:50.290 --> 00:23:51.190 a basic research,
NOTE Confidence: 0.9772046
00:23:52.290 --> 00:23:53.730 faculty member and you don't
NOTE Confidence: 0.9772046
00:23:53.730 --> 00:23:54.470 see that.
NOTE Confidence: 0.9765892
00:23:55.445 --> 00:23:57.605 Alright. And and when we
NOTE Confidence: 0.9765892
00:23:57.605 --> 00:23:58.805 write you this bio for
NOTE Confidence: 0.9765892
00:23:58.805 --> 00:24:00.244 you, we will send you
NOTE Confidence: 0.9765892
00:24:00.244 --> 00:24:01.525 a proof. So the those
NOTE Confidence: 0.9765892
00:24:01.525 --> 00:24:02.885 proofs generally come through this
NOTE Confidence: 0.9765892
00:24:02.885 --> 00:24:04.565 physician bios at gale dot
NOTE Confidence: 0.9765892
00:24:04.565 --> 00:24:05.685 e d u email address.
NOTE Confidence: 0.9765892
00:24:05.685 --> 00:24:07.285 So that is not spam.
NOTE Confidence: 0.9765892

00:24:07.285 --> 00:24:08.405 We are actually trying to
NOTE Confidence: 0.9765892

00:24:08.405 --> 00:24:09.205 reach out to you and
NOTE Confidence: 0.9765892

00:24:09.205 --> 00:24:11.100 share your your, your your
NOTE Confidence: 0.9765892

00:24:11.100 --> 00:24:12.300 bio draft so that you
NOTE Confidence: 0.9765892

00:24:12.300 --> 00:24:13.420 can review it and comment
NOTE Confidence: 0.9765892

00:24:13.420 --> 00:24:14.700 and and kind of give
NOTE Confidence: 0.9765892

00:24:14.700 --> 00:24:16.000 us feedback on that.
NOTE Confidence: 0.90837926

00:24:16.619 --> 00:24:17.840 Okay? Next one.
NOTE Confidence: 0.9795506

00:24:19.020 --> 00:24:20.460 So the education. This is
NOTE Confidence: 0.9795506

00:24:20.460 --> 00:24:21.760 very important to add.
NOTE Confidence: 0.9994953

00:24:22.220 --> 00:24:23.500 Anything that you add in
NOTE Confidence: 0.9994953

00:24:23.500 --> 00:24:24.705 this will offer you the
NOTE Confidence: 0.9994953

00:24:24.705 --> 00:24:26.645 opportunity to choose that educational
NOTE Confidence: 0.9994953

00:24:26.785 --> 00:24:28.005 level as a suffix.
NOTE Confidence: 0.98654544

00:24:28.785 --> 00:24:29.825 So if you don't if
NOTE Confidence: 0.98654544

00:24:29.825 --> 00:24:30.705 you log in to your

NOTE Confidence: 0.98654544
00:24:30.705 --> 00:24:32.065 profile initially and it just
NOTE Confidence: 0.98654544
00:24:32.065 --> 00:24:32.945 says your name and it
NOTE Confidence: 0.98654544
00:24:32.945 --> 00:24:34.565 doesn't say MD or PhD
NOTE Confidence: 0.98654544
00:24:34.625 --> 00:24:35.825 after it, it's because you
NOTE Confidence: 0.98654544
00:24:35.825 --> 00:24:37.125 haven't added your education.
NOTE Confidence: 0.99401003
00:24:37.510 --> 00:24:38.470 So make sure you add
NOTE Confidence: 0.99401003
00:24:38.470 --> 00:24:39.429 this, and then you can
NOTE Confidence: 0.99401003
00:24:39.429 --> 00:24:40.789 choose to add the the
NOTE Confidence: 0.99401003
00:24:40.789 --> 00:24:42.410 suffix to your name.
NOTE Confidence: 0.9938019
00:24:44.309 --> 00:24:46.150 That's it? Yep. Go ahead.
NOTE Confidence: 0.9341183
00:24:46.470 --> 00:24:48.150 So patient care integrated this
NOTE Confidence: 0.9341183
00:24:48.150 --> 00:24:49.429 a little bit. It will
NOTE Confidence: 0.9341183
00:24:49.429 --> 00:24:50.730 only show up after credentialing
NOTE Confidence: 0.9341183
00:24:50.789 --> 00:24:51.450 is complete.
NOTE Confidence: 0.973856
00:24:51.830 --> 00:24:53.325 Once you have this, if
NOTE Confidence: 0.973856

00:24:53.325 --> 00:24:55.024 you are a practicing clinician,
NOTE Confidence: 0.9701768

00:24:55.885 --> 00:24:57.164 the way you show up
NOTE Confidence: 0.9701768

00:24:57.164 --> 00:24:58.924 on Yale Medicine is for
NOTE Confidence: 0.9701768

00:24:58.924 --> 00:25:00.845 patient interactions there, that top
NOTE Confidence: 0.9701768

00:25:00.845 --> 00:25:02.605 little button to say, do
NOTE Confidence: 0.9701768

00:25:02.605 --> 00:25:04.125 you provide patient direct patient
NOTE Confidence: 0.9701768

00:25:04.125 --> 00:25:06.205 care and or clinical services
NOTE Confidence: 0.9701768

00:25:06.205 --> 00:25:07.904 related to patients? Yes.
NOTE Confidence: 0.98803204

00:25:08.284 --> 00:25:10.020 If you click no or
NOTE Confidence: 0.98803204

00:25:10.020 --> 00:25:11.380 if someone for you clicks
NOTE Confidence: 0.98803204

00:25:11.380 --> 00:25:12.580 no, you will not show
NOTE Confidence: 0.98803204

00:25:12.580 --> 00:25:13.780 up on Yale Medicine. So
NOTE Confidence: 0.98803204

00:25:13.780 --> 00:25:15.140 that's the on off switch
NOTE Confidence: 0.98803204

00:25:15.140 --> 00:25:16.119 for Yale Medicine.
NOTE Confidence: 0.99438626

00:25:17.220 --> 00:25:18.680 There's also an opportunity,
NOTE Confidence: 0.9910802

00:25:19.380 --> 00:25:21.220 to select your areas of

NOTE Confidence: 0.9910802
00:25:21.220 --> 00:25:21.720 specialization.
NOTE Confidence: 0.9908957
00:25:22.445 --> 00:25:23.725 So you can get pretty
NOTE Confidence: 0.9908957
00:25:23.725 --> 00:25:25.405 granular. You can actually just
NOTE Confidence: 0.9908957
00:25:25.405 --> 00:25:26.845 say neurology, or you can
NOTE Confidence: 0.9908957
00:25:26.845 --> 00:25:28.445 get extremely granular into the
NOTE Confidence: 0.9908957
00:25:28.445 --> 00:25:30.205 very specific area of neurology
NOTE Confidence: 0.9908957
00:25:30.205 --> 00:25:31.505 that you that you practice.
NOTE Confidence: 0.91994
00:25:32.765 --> 00:25:33.885 Alright. Go ahead to the
NOTE Confidence: 0.91994
00:25:33.885 --> 00:25:34.625 next one.
NOTE Confidence: 0.9901865
00:25:35.000 --> 00:25:36.359 Alright. Research. You have an
NOTE Confidence: 0.9901865
00:25:36.359 --> 00:25:37.880 opportunity to add a research
NOTE Confidence: 0.9901865
00:25:37.880 --> 00:25:39.800 description to tell people about
NOTE Confidence: 0.9901865
00:25:39.800 --> 00:25:40.760 the work that you're doing
NOTE Confidence: 0.9901865
00:25:40.760 --> 00:25:42.440 in your lab. If you
NOTE Confidence: 0.9901865
00:25:42.440 --> 00:25:44.280 are looking for students or
NOTE Confidence: 0.9901865

00:25:44.280 --> 00:25:44.780 collaborators
NOTE Confidence: 0.9877609

00:25:45.160 --> 00:25:46.119 or if you wanna give
NOTE Confidence: 0.9877609

00:25:46.119 --> 00:25:47.960 media an opportunity to understand
NOTE Confidence: 0.9877609

00:25:47.960 --> 00:25:49.294 your work in in a
NOTE Confidence: 0.9877609

00:25:49.294 --> 00:25:50.895 way that promotes you know,
NOTE Confidence: 0.9877609

00:25:50.895 --> 00:25:51.615 you can promote,
NOTE Confidence: 0.86073816

00:25:52.095 --> 00:25:52.595 externally,
NOTE Confidence: 0.99973214

00:25:52.895 --> 00:25:54.035 this is a great opportunity
NOTE Confidence: 0.99973214

00:25:54.174 --> 00:25:54.994 to do that.
NOTE Confidence: 0.9982459

00:25:55.535 --> 00:25:56.035 It's
NOTE Confidence: 0.99698144

00:25:56.414 --> 00:25:57.455 you can talk directly about
NOTE Confidence: 0.99698144

00:25:57.455 --> 00:25:59.455 the research program in a
NOTE Confidence: 0.99698144

00:25:59.455 --> 00:26:00.414 little bit different way than
NOTE Confidence: 0.99698144

00:26:00.414 --> 00:26:01.294 you might wanna do in
NOTE Confidence: 0.99698144

00:26:01.294 --> 00:26:02.755 your biography, for example.
NOTE Confidence: 0.9974562

00:26:03.440 --> 00:26:05.059 You can also tag research

NOTE Confidence: 0.9974562
00:26:05.200 --> 00:26:07.200 interests down below there, which
NOTE Confidence: 0.9974562
00:26:07.200 --> 00:26:08.900 allows us to pull that
NOTE Confidence: 0.9974562
00:26:08.960 --> 00:26:10.320 content and do searches in
NOTE Confidence: 0.9974562
00:26:10.320 --> 00:26:11.619 different ways on the website.
NOTE Confidence: 0.9843475
00:26:12.640 --> 00:26:14.400 This is also where if
NOTE Confidence: 0.9843475
00:26:14.400 --> 00:26:15.299 you got anything
NOTE Confidence: 0.9745574
00:26:15.679 --> 00:26:18.054 about being a mentor for
NOTE Confidence: 0.9745574
00:26:18.054 --> 00:26:19.895 students in the, student of
NOTE Confidence: 0.85866815
00:26:20.615 --> 00:26:21.914 office of student research,
NOTE Confidence: 0.97789204
00:26:22.375 --> 00:26:24.615 this feeds that website where
NOTE Confidence: 0.97789204
00:26:24.615 --> 00:26:26.534 they pick mentors. So I
NOTE Confidence: 0.97789204
00:26:26.534 --> 00:26:27.414 encourage you to go ahead
NOTE Confidence: 0.97789204
00:26:27.414 --> 00:26:28.554 and pick some of those.
NOTE Confidence: 0.8275385
00:26:29.970 --> 00:26:31.910 Awesome. Okay. Come on.
NOTE Confidence: 0.9889793
00:26:32.770 --> 00:26:34.369 And publications. So I just
NOTE Confidence: 0.9889793

00:26:34.369 --> 00:26:35.650 wanna make sure that I'm

NOTE Confidence: 0.9889793

00:26:35.650 --> 00:26:37.010 getting this right. My understanding

NOTE Confidence: 0.9889793

00:26:37.010 --> 00:26:37.890 is that once you add

NOTE Confidence: 0.9889793

00:26:37.890 --> 00:26:38.950 your ORCID ID,

NOTE Confidence: 0.96881

00:26:39.330 --> 00:26:40.290 to this, which you can

NOTE Confidence: 0.96881

00:26:40.290 --> 00:26:42.404 add manually, it'll automatically pull

NOTE Confidence: 0.96881

00:26:42.404 --> 00:26:43.065 your publications

NOTE Confidence: 0.97466743

00:26:43.524 --> 00:26:44.965 in from dimensions. Am I

NOTE Confidence: 0.97466743

00:26:44.965 --> 00:26:46.105 am I getting that right,

NOTE Confidence: 0.9409746

00:26:47.044 --> 00:26:47.544 Mark?

NOTE Confidence: 0.93628526

00:26:48.085 --> 00:26:49.284 Yeah. So you'll just there

NOTE Confidence: 0.93628526

00:26:49.284 --> 00:26:50.325 were if you don't have

NOTE Confidence: 0.93628526

00:26:50.325 --> 00:26:50.825 publications,

NOTE Confidence: 0.95091116

00:26:51.764 --> 00:26:52.965 synced up yet, there will

NOTE Confidence: 0.95091116

00:26:52.965 --> 00:26:55.070 be a prominent button that

NOTE Confidence: 0.95091116

00:26:55.070 --> 00:26:56.450 says, don't see your publications

NOTE Confidence: 0.95091116
00:26:56.670 --> 00:26:57.950 question mark. And if you
NOTE Confidence: 0.95091116
00:26:57.950 --> 00:26:59.230 click that button, you can
NOTE Confidence: 0.95091116
00:26:59.230 --> 00:27:01.070 provide us some information about
NOTE Confidence: 0.95091116
00:27:01.070 --> 00:27:02.270 yourself, and Orchid ID would
NOTE Confidence: 0.95091116
00:27:02.270 --> 00:27:02.930 be great.
NOTE Confidence: 0.7799832
00:27:04.270 --> 00:27:04.770 NCBI,
NOTE Confidence: 0.94088197
00:27:05.390 --> 00:27:06.130 my bibliography
NOTE Confidence: 0.9843678
00:27:06.430 --> 00:27:07.650 page is okay too.
NOTE Confidence: 0.9930087
00:27:08.425 --> 00:27:09.825 Just, fill out that form,
NOTE Confidence: 0.9930087
00:27:09.825 --> 00:27:10.625 send it to us, and
NOTE Confidence: 0.9930087
00:27:10.625 --> 00:27:11.665 we'll get it configured for
NOTE Confidence: 0.9930087
00:27:11.665 --> 00:27:12.165 you.
NOTE Confidence: 0.98742896
00:27:12.465 --> 00:27:14.545 Awesome. And then once those
NOTE Confidence: 0.98742896
00:27:14.545 --> 00:27:16.145 publications are populated, you can
NOTE Confidence: 0.98742896
00:27:16.145 --> 00:27:17.425 choose if you wanna feature
NOTE Confidence: 0.98742896

00:27:17.425 --> 00:27:18.785 any, if you wanna hide
NOTE Confidence: 0.98742896

00:27:18.785 --> 00:27:20.305 any. You have full control
NOTE Confidence: 0.98742896

00:27:20.305 --> 00:27:22.109 over that. And those publications
NOTE Confidence: 0.98742896

00:27:22.169 --> 00:27:23.869 will also feed that graph,
NOTE Confidence: 0.98742896

00:27:24.169 --> 00:27:25.289 that shows research at a
NOTE Confidence: 0.98742896

00:27:25.289 --> 00:27:25.789 glance.
NOTE Confidence: 0.8263246

00:27:26.730 --> 00:27:27.869 Alright. The next one.
NOTE Confidence: 0.9837029

00:27:28.490 --> 00:27:29.530 And then just a couple
NOTE Confidence: 0.9837029

00:27:29.530 --> 00:27:30.650 notes about things that are
NOTE Confidence: 0.9837029

00:27:30.650 --> 00:27:32.169 coming soon. So we know
NOTE Confidence: 0.9837029

00:27:32.169 --> 00:27:32.970 that this is a lot
NOTE Confidence: 0.9837029

00:27:32.970 --> 00:27:35.049 of information. It's it's incredible
NOTE Confidence: 0.9837029

00:27:35.210 --> 00:27:36.908 it it's it right now,
NOTE Confidence: 0.9837029

00:27:36.908 --> 00:27:38.250 it's it's a lot to
NOTE Confidence: 0.9837029

00:27:38.250 --> 00:27:39.592 manually enter. So we are
NOTE Confidence: 0.9837029

00:27:39.592 --> 00:27:40.934 actively working on some ways

NOTE Confidence: 0.9837029
00:27:40.934 --> 00:27:42.276 to automate that process so
NOTE Confidence: 0.9837029
00:27:42.276 --> 00:27:43.618 that you can just copy
NOTE Confidence: 0.9837029
00:27:43.618 --> 00:27:44.960 and paste things in from
NOTE Confidence: 0.9837029
00:27:44.960 --> 00:27:46.571 your CV. We're not there
NOTE Confidence: 0.9837029
00:27:46.571 --> 00:27:47.913 yet, but that is on
NOTE Confidence: 0.9837029
00:27:47.913 --> 00:27:49.590 our radar. We're also working
NOTE Confidence: 0.9837029
00:27:49.649 --> 00:27:50.369 for those of you who
NOTE Confidence: 0.9837029
00:27:50.369 --> 00:27:52.210 don't have a bio that's
NOTE Confidence: 0.9837029
00:27:52.210 --> 00:27:54.549 that's written for, for YSM
NOTE Confidence: 0.9837029
00:27:54.609 --> 00:27:56.049 and for to facilitate the
NOTE Confidence: 0.9837029
00:27:56.049 --> 00:27:56.549 the
NOTE Confidence: 0.9995619
00:27:56.929 --> 00:27:57.830 quick creation
NOTE Confidence: 0.9859739
00:27:58.210 --> 00:28:00.070 of bios for YM.
NOTE Confidence: 0.9982045
00:28:00.450 --> 00:28:01.830 We're working on a process
NOTE Confidence: 0.9982045
00:28:01.970 --> 00:28:02.609 to create,
NOTE Confidence: 0.9956724

00:28:03.255 --> 00:28:04.695 to use the the information
NOTE Confidence: 0.9956724

00:28:04.695 --> 00:28:05.895 that you've entered into your
NOTE Confidence: 0.9956724

00:28:05.895 --> 00:28:06.395 profile
NOTE Confidence: 0.9833426

00:28:06.695 --> 00:28:08.295 to use AI to generate
NOTE Confidence: 0.9833426

00:28:08.295 --> 00:28:09.494 a draft for you. So
NOTE Confidence: 0.9833426

00:28:09.494 --> 00:28:11.115 it'll speed up that process
NOTE Confidence: 0.9833426

00:28:11.175 --> 00:28:12.215 of you being able to
NOTE Confidence: 0.9833426

00:28:12.215 --> 00:28:13.335 start from a draft and
NOTE Confidence: 0.9833426

00:28:13.335 --> 00:28:14.715 making edits and changes.
NOTE Confidence: 0.98493254

00:28:15.220 --> 00:28:17.080 And then we're also building,
NOTE Confidence: 0.9906505

00:28:17.780 --> 00:28:19.620 we're also improving the CV
NOTE Confidence: 0.9906505

00:28:19.620 --> 00:28:20.440 builder functionality
NOTE Confidence: 0.98295766

00:28:20.980 --> 00:28:22.280 where all of this information
NOTE Confidence: 0.98295766

00:28:22.340 --> 00:28:23.780 that you add, you will
NOTE Confidence: 0.98295766

00:28:23.780 --> 00:28:24.740 be able to just click
NOTE Confidence: 0.98295766

00:28:24.740 --> 00:28:25.780 a button and have it

NOTE Confidence: 0.98295766

00:28:25.780 --> 00:28:27.400 generate a Yale formatted

NOTE Confidence: 0.99812347

00:28:27.705 --> 00:28:29.304 formatted CV to be able

NOTE Confidence: 0.99812347

00:28:29.304 --> 00:28:30.184 to use for your for

NOTE Confidence: 0.99812347

00:28:30.184 --> 00:28:32.125 your appointments and promotion processes.

NOTE Confidence: 0.9978016

00:28:32.744 --> 00:28:33.625 So all of this is

NOTE Confidence: 0.9978016

00:28:33.625 --> 00:28:34.284 to come.

NOTE Confidence: 0.99659157

00:28:35.065 --> 00:28:36.184 We will certainly let you

NOTE Confidence: 0.99659157

00:28:36.184 --> 00:28:37.544 all know when they're ready,

NOTE Confidence: 0.99659157

00:28:37.544 --> 00:28:39.304 but they're in development. And

NOTE Confidence: 0.99659157

00:28:39.304 --> 00:28:39.804 so,

NOTE Confidence: 0.9457366

00:28:40.184 --> 00:28:41.625 that's, I believe, everything from

NOTE Confidence: 0.9457366

00:28:41.625 --> 00:28:43.110 my section. And I think,

NOTE Confidence: 0.9457366

00:28:43.350 --> 00:28:44.070 Mark is,

NOTE Confidence: 0.8915442

00:28:44.790 --> 00:28:46.490 Colleen's next. Great. Hi, everybody.

NOTE Confidence: 0.95462686

00:28:50.870 --> 00:28:52.170 Can I advance the slides?

NOTE Confidence: 0.99733543

00:28:53.750 --> 00:28:55.130 Thank you. So
NOTE Confidence: 0.98946756

00:28:55.430 --> 00:28:56.810 if you're new at Yale
NOTE Confidence: 0.98946756

00:28:57.030 --> 00:28:57.850 or you're
NOTE Confidence: 0.9778311

00:28:58.365 --> 00:28:59.325 new to the idea of
NOTE Confidence: 0.9778311

00:28:59.325 --> 00:29:00.685 doing media, I'm here to
NOTE Confidence: 0.9778311

00:29:00.685 --> 00:29:02.305 answer some of your potential
NOTE Confidence: 0.9778311

00:29:02.365 --> 00:29:04.605 questions. So first off, Yale
NOTE Confidence: 0.9778311

00:29:04.605 --> 00:29:05.645 School of Medicine is the
NOTE Confidence: 0.9778311

00:29:05.645 --> 00:29:06.925 new in the news about
NOTE Confidence: 0.9778311

00:29:06.925 --> 00:29:08.285 a hundred thousand times a
NOTE Confidence: 0.9778311

00:29:08.285 --> 00:29:08.785 year.
NOTE Confidence: 0.9991739

00:29:09.565 --> 00:29:11.325 That's a high volume. There's
NOTE Confidence: 0.9991739

00:29:11.325 --> 00:29:12.785 no lack of opportunity.
NOTE Confidence: 0.9874503

00:29:14.690 --> 00:29:15.810 I I say that new
NOTE Confidence: 0.9874503

00:29:15.890 --> 00:29:16.930 a lot of new faculty
NOTE Confidence: 0.9874503

00:29:16.930 --> 00:29:18.930 members aren't sure if their

NOTE Confidence: 0.9874503
00:29:18.930 --> 00:29:20.450 opinion would be valued, if
NOTE Confidence: 0.9874503
00:29:20.450 --> 00:29:22.050 they should get out there
NOTE Confidence: 0.9874503
00:29:22.050 --> 00:29:23.730 in media. You can absolutely
NOTE Confidence: 0.9874503
00:29:23.730 --> 00:29:25.190 check with your section chief,
NOTE Confidence: 0.97167796
00:29:25.570 --> 00:29:27.270 would be my first suggestion.
NOTE Confidence: 0.83980423
00:29:28.475 --> 00:29:29.375 But I haven't
NOTE Confidence: 0.9433714
00:29:29.675 --> 00:29:31.195 found in general that it's,
NOTE Confidence: 0.9433714
00:29:31.435 --> 00:29:33.035 an issue if you take
NOTE Confidence: 0.9433714
00:29:33.035 --> 00:29:34.155 time to do media and
NOTE Confidence: 0.9433714
00:29:34.155 --> 00:29:35.375 if you're trying to clean
NOTE Confidence: 0.9433714
00:29:35.515 --> 00:29:36.955 I mean, trying to fill
NOTE Confidence: 0.9433714
00:29:36.955 --> 00:29:38.655 your, clinic hours.
NOTE Confidence: 0.9912381
00:29:39.595 --> 00:29:40.555 It is a good way
NOTE Confidence: 0.9912381
00:29:40.555 --> 00:29:41.515 of getting out there and
NOTE Confidence: 0.9912381
00:29:41.515 --> 00:29:42.450 getting to the top of
NOTE Confidence: 0.9912381

00:29:42.450 --> 00:29:44.210 Google and and potentially being
NOTE Confidence: 0.9912381

00:29:44.210 --> 00:29:45.750 seen by patients,
NOTE Confidence: 0.99618113

00:29:46.850 --> 00:29:48.049 who are reading about the
NOTE Confidence: 0.99618113

00:29:48.049 --> 00:29:49.510 conditions you treat,
NOTE Confidence: 0.9996028

00:29:50.130 --> 00:29:51.270 or your new research.
NOTE Confidence: 0.9981222

00:29:52.370 --> 00:29:53.909 So if you are contacted
NOTE Confidence: 0.9981222

00:29:54.130 --> 00:29:54.789 by media
NOTE Confidence: 0.9988723

00:29:56.205 --> 00:29:56.705 directly,
NOTE Confidence: 0.9829431

00:29:57.725 --> 00:29:59.085 it's great to loop us
NOTE Confidence: 0.9829431

00:29:59.085 --> 00:30:00.544 in before you reply.
NOTE Confidence: 0.96343

00:30:01.725 --> 00:30:03.885 Definitely had situations where two
NOTE Confidence: 0.96343

00:30:03.885 --> 00:30:05.025 investigative reporters,
NOTE Confidence: 0.9052856

00:30:06.125 --> 00:30:07.245 from New York Times are
NOTE Confidence: 0.9052856

00:30:07.245 --> 00:30:08.385 on a chain with,
NOTE Confidence: 0.9926558

00:30:09.085 --> 00:30:10.705 a physician who didn't recognize
NOTE Confidence: 0.9926558

00:30:10.924 --> 00:30:11.424 that,

NOTE Confidence: 0.9967264
00:30:12.380 --> 00:30:14.320 this potentially was a negative
NOTE Confidence: 0.9967264
00:30:14.380 --> 00:30:15.820 story that they were after.
NOTE Confidence: 0.9967264
00:30:15.820 --> 00:30:17.679 So feel free to check-in.
NOTE Confidence: 0.9976019
00:30:18.380 --> 00:30:19.419 We can give you a
NOTE Confidence: 0.9976019
00:30:19.419 --> 00:30:21.340 little feedback on the,
NOTE Confidence: 0.8028904
00:30:21.899 --> 00:30:22.399 outlet,
NOTE Confidence: 0.9743126
00:30:22.779 --> 00:30:24.380 if the domain authority score
NOTE Confidence: 0.9743126
00:30:24.380 --> 00:30:25.419 of the outlet is really
NOTE Confidence: 0.9743126
00:30:25.419 --> 00:30:27.195 worth your time, the media
NOTE Confidence: 0.9743126
00:30:27.195 --> 00:30:28.875 bias of that outlet as
NOTE Confidence: 0.9743126
00:30:28.875 --> 00:30:29.695 well as,
NOTE Confidence: 0.90683556
00:30:30.554 --> 00:30:31.215 the journalist.
NOTE Confidence: 0.9964462
00:30:31.914 --> 00:30:33.035 And it may make you
NOTE Confidence: 0.9964462
00:30:33.035 --> 00:30:33.914 feel a lot better if
NOTE Confidence: 0.9964462
00:30:33.914 --> 00:30:35.215 we already know the individual
NOTE Confidence: 0.9964462

00:30:35.355 --> 00:30:36.414 who's reaching out.
NOTE Confidence: 0.98537385

00:30:37.835 --> 00:30:38.335 We
NOTE Confidence: 0.9239623

00:30:39.750 --> 00:30:41.210 also, you know,
NOTE Confidence: 0.96774274

00:30:41.990 --> 00:30:43.030 if you're working with the
NOTE Confidence: 0.96774274

00:30:43.030 --> 00:30:45.110 hospital branding, for example, in
NOTE Confidence: 0.96774274

00:30:45.110 --> 00:30:45.850 your title,
NOTE Confidence: 0.9274558

00:30:46.150 --> 00:30:47.190 you do need to work
NOTE Confidence: 0.9274558

00:30:47.190 --> 00:30:48.650 with their PR people.
NOTE Confidence: 0.97461075

00:30:49.350 --> 00:30:50.810 They're they're not,
NOTE Confidence: 0.9203544

00:30:51.510 --> 00:30:53.370 and they don't want people
NOTE Confidence: 0.9203544

00:30:53.465 --> 00:30:54.585 directly working with the media
NOTE Confidence: 0.9203544

00:30:54.585 --> 00:30:55.405 and using the,
NOTE Confidence: 0.94972086

00:30:56.025 --> 00:30:57.545 New Haven Health brand, so
NOTE Confidence: 0.94972086

00:30:57.545 --> 00:30:59.145 that's important to know. You
NOTE Confidence: 0.94972086

00:30:59.145 --> 00:31:01.145 can at, Yale School of
NOTE Confidence: 0.94972086

00:31:01.145 --> 00:31:01.645 Medicine,

NOTE Confidence: 0.97951543
00:31:02.745 --> 00:31:04.605 work with media directly. But
NOTE Confidence: 0.97951543
00:31:04.665 --> 00:31:06.365 if you are not experienced
NOTE Confidence: 0.97951543
00:31:06.425 --> 00:31:07.725 with media in particular,
NOTE Confidence: 0.9811888
00:31:08.185 --> 00:31:09.150 please reach out,
NOTE Confidence: 0.97728646
00:31:10.350 --> 00:31:11.470 so that we can help
NOTE Confidence: 0.97728646
00:31:11.470 --> 00:31:12.590 you along the way and
NOTE Confidence: 0.97728646
00:31:12.590 --> 00:31:13.730 to make sure it's successful.
NOTE Confidence: 0.94190854
00:31:15.550 --> 00:31:17.490 So we do national, regional,
NOTE Confidence: 0.94190854
00:31:17.550 --> 00:31:18.030 and,
NOTE Confidence: 0.94436514
00:31:18.590 --> 00:31:19.090 local,
NOTE Confidence: 0.9872646
00:31:19.550 --> 00:31:20.610 media as well.
NOTE Confidence: 0.99004614
00:31:20.910 --> 00:31:22.190 So, you know, we don't
NOTE Confidence: 0.99004614
00:31:22.190 --> 00:31:23.070 throw you in the deep
NOTE Confidence: 0.99004614
00:31:23.070 --> 00:31:24.850 end of the pool, generally,
NOTE Confidence: 0.99920785
00:31:25.365 --> 00:31:26.485 and start you off, you
NOTE Confidence: 0.99920785

00:31:26.485 --> 00:31:28.505 know, live on national TV.

NOTE Confidence: 0.9969627

00:31:29.445 --> 00:31:31.125 We need to get some

NOTE Confidence: 0.9969627

00:31:31.125 --> 00:31:32.965 local clips of you on

NOTE Confidence: 0.9969627

00:31:32.965 --> 00:31:34.725 TV, for example, in order

NOTE Confidence: 0.9969627

00:31:34.725 --> 00:31:36.585 to generally land those opportunities.

NOTE Confidence: 0.9917681

00:31:36.965 --> 00:31:37.465 So,

NOTE Confidence: 0.9984733

00:31:38.005 --> 00:31:39.300 it's good to, you know,

NOTE Confidence: 0.9984733

00:31:39.300 --> 00:31:40.600 start with some written

NOTE Confidence: 0.86925626

00:31:40.980 --> 00:31:42.660 replies and move up to

NOTE Confidence: 0.86925626

00:31:42.660 --> 00:31:44.040 a a phone interview,

NOTE Confidence: 0.9532797

00:31:44.740 --> 00:31:46.280 then a taped to live

NOTE Confidence: 0.92001987

00:31:46.580 --> 00:31:48.100 interview, and then then we'll

NOTE Confidence: 0.92001987

00:31:48.100 --> 00:31:48.980 get to the live and

NOTE Confidence: 0.92001987

00:31:48.980 --> 00:31:51.060 eventually to Oprah. Eventually to

NOTE Confidence: 0.92001987

00:31:51.060 --> 00:31:52.280 Oprah. So Yeah.

NOTE Confidence: 0.90595543

00:31:54.424 --> 00:31:55.645 Yeah. I worked with Anya

NOTE Confidence: 0.90595543
00:31:55.705 --> 00:31:57.544 right from the start. Okay.
NOTE Confidence: 0.90595543
00:31:57.544 --> 00:31:59.544 And that's a common path
NOTE Confidence: 0.90595543
00:31:59.544 --> 00:32:01.405 for moving forward with media.
NOTE Confidence: 0.761729
00:32:03.304 --> 00:32:04.044 In terms
NOTE Confidence: 0.9758007
00:32:04.585 --> 00:32:06.585 of consumer trade, we value
NOTE Confidence: 0.9758007
00:32:06.585 --> 00:32:07.085 both,
NOTE Confidence: 0.9907905
00:32:07.705 --> 00:32:08.905 as I'm sure you do
NOTE Confidence: 0.9907905
00:32:08.905 --> 00:32:09.565 as well.
NOTE Confidence: 0.9976881
00:32:10.020 --> 00:32:11.460 So we do bring both
NOTE Confidence: 0.9976881
00:32:11.460 --> 00:32:11.960 opportunities,
NOTE Confidence: 0.9851656
00:32:12.900 --> 00:32:14.120 forward to the faculty.
NOTE Confidence: 0.99556994
00:32:15.300 --> 00:32:17.000 We also have partnerships,
NOTE Confidence: 0.9686716
00:32:17.460 --> 00:32:18.660 a variety of them, that
NOTE Confidence: 0.9686716
00:32:18.660 --> 00:32:21.720 help us provide consistent visibility
NOTE Confidence: 0.9945651
00:32:22.100 --> 00:32:22.600 for
NOTE Confidence: 0.97038656

00:32:23.205 --> 00:32:24.645 our faculty, and that includes
NOTE Confidence: 0.97038656

00:32:24.645 --> 00:32:26.184 something like Yale Health headlines
NOTE Confidence: 0.97038656

00:32:26.245 --> 00:32:27.945 here. None of the partnerships
NOTE Confidence: 0.97038656

00:32:28.005 --> 00:32:29.205 that we do are paid.
NOTE Confidence: 0.97038656

00:32:29.205 --> 00:32:30.664 They are all earned
NOTE Confidence: 0.9953168

00:32:31.205 --> 00:32:33.365 opportunities because of relationships and
NOTE Confidence: 0.9953168

00:32:33.365 --> 00:32:34.985 because our physicians are so
NOTE Confidence: 0.9993192

00:32:35.580 --> 00:32:36.080 intelligent
NOTE Confidence: 0.98916644

00:32:36.460 --> 00:32:38.400 and doing cutting edge things,
NOTE Confidence: 0.9854363

00:32:39.340 --> 00:32:40.299 in the lab and in
NOTE Confidence: 0.9854363

00:32:40.299 --> 00:32:42.220 the clinic that, they are
NOTE Confidence: 0.9854363

00:32:42.220 --> 00:32:43.360 highly sought after.
NOTE Confidence: 0.99580514

00:32:44.380 --> 00:32:46.220 So, generally, if there is
NOTE Confidence: 0.99580514

00:32:46.220 --> 00:32:48.059 something you're really excited about,
NOTE Confidence: 0.99580514

00:32:48.059 --> 00:32:49.340 we can find a way
NOTE Confidence: 0.99580514

00:32:49.340 --> 00:32:49.840 to

NOTE Confidence: 0.8170088

00:32:50.385 --> 00:32:51.845 bug it, somewhere,

NOTE Confidence: 0.96470976

00:32:52.625 --> 00:32:54.625 either between either one amongst

NOTE Confidence: 0.96470976

00:32:54.625 --> 00:32:56.325 one of our partnerships or,

NOTE Confidence: 0.99245656

00:32:56.945 --> 00:32:58.965 through an earned media opportunity.

NOTE Confidence: 0.9562815

00:33:00.145 --> 00:33:02.085 We do provide media prep,

NOTE Confidence: 0.9997615

00:33:02.705 --> 00:33:03.905 so reach out if you're

NOTE Confidence: 0.9997615

00:33:03.905 --> 00:33:04.405 interested.

NOTE Confidence: 0.9951249

00:33:05.505 --> 00:33:06.005 One

NOTE Confidence: 0.98113495

00:33:06.360 --> 00:33:07.960 important point is don't speak

NOTE Confidence: 0.98113495

00:33:07.960 --> 00:33:09.720 for Yale, when you're doing

NOTE Confidence: 0.98113495

00:33:09.720 --> 00:33:10.220 media,

NOTE Confidence: 0.9859628

00:33:10.840 --> 00:33:12.280 or you're writing op eds.

NOTE Confidence: 0.9859628

00:33:12.280 --> 00:33:13.100 Right? So

NOTE Confidence: 0.97036695

00:33:13.400 --> 00:33:15.000 opinions are your own. Claim

NOTE Confidence: 0.97036695

00:33:15.000 --> 00:33:15.500 them.

NOTE Confidence: 0.9826727

00:33:16.120 --> 00:33:17.320 It's great to share your
NOTE Confidence: 0.9826727

00:33:17.320 --> 00:33:19.215 expertise, but just beware
NOTE Confidence: 0.97464085

00:33:19.595 --> 00:33:21.615 of beware of, that line.
NOTE Confidence: 0.999169

00:33:22.075 --> 00:33:22.575 Also,
NOTE Confidence: 0.95567083

00:33:24.394 --> 00:33:24.894 endorsing
NOTE Confidence: 0.9327224

00:33:25.195 --> 00:33:25.695 product,
NOTE Confidence: 0.9959532

00:33:26.075 --> 00:33:27.195 is another area we get
NOTE Confidence: 0.9959532

00:33:27.195 --> 00:33:28.495 a lot of questions about.
NOTE Confidence: 0.9982765

00:33:28.955 --> 00:33:29.995 And because we are a
NOTE Confidence: 0.9982765

00:33:29.995 --> 00:33:30.495 nonprofit,
NOTE Confidence: 0.9786307

00:33:32.059 --> 00:33:32.880 we're not
NOTE Confidence: 0.9910485

00:33:33.260 --> 00:33:34.860 able to endorse products. If
NOTE Confidence: 0.9910485

00:33:34.860 --> 00:33:35.820 you feel strongly about a
NOTE Confidence: 0.9910485

00:33:35.820 --> 00:33:36.940 pair of sneakers and you're
NOTE Confidence: 0.9910485

00:33:36.940 --> 00:33:38.480 doing something on
NOTE Confidence: 0.9462907

00:33:39.100 --> 00:33:39.260 on,

NOTE Confidence: 0.9642435

00:33:39.980 --> 00:33:41.419 feet because you're a foot

NOTE Confidence: 0.9642435

00:33:41.419 --> 00:33:43.120 and ankle surgeon, it's okay

NOTE Confidence: 0.9642435

00:33:43.179 --> 00:33:44.620 to say, you know, in

NOTE Confidence: 0.9642435

00:33:44.620 --> 00:33:45.980 my opinion, such a such

NOTE Confidence: 0.9642435

00:33:45.980 --> 00:33:47.760 a shoe, you know, offers

NOTE Confidence: 0.9642435

00:33:48.005 --> 00:33:49.045 support, you know, that you

NOTE Confidence: 0.9642435

00:33:49.045 --> 00:33:50.905 need throughout the day. Whatever.

NOTE Confidence: 0.9642435

00:33:51.045 --> 00:33:51.525 But,

NOTE Confidence: 0.9420498

00:33:52.165 --> 00:33:53.285 it just make sure it

NOTE Confidence: 0.9420498

00:33:53.285 --> 00:33:54.805 doesn't sound as though Yale

NOTE Confidence: 0.9420498

00:33:54.805 --> 00:33:56.185 is endorsing that product.

NOTE Confidence: 0.9527096

00:33:56.885 --> 00:33:58.005 Could I what's I have

NOTE Confidence: 0.9527096

00:33:58.005 --> 00:33:58.965 a stupid question. What's the

NOTE Confidence: 0.9527096

00:33:58.965 --> 00:34:00.725 difference between consumer and trade

NOTE Confidence: 0.9527096

00:34:00.725 --> 00:34:01.225 media?

NOTE Confidence: 0.99977815

00:34:01.890 --> 00:34:02.390 Sure.
NOTE Confidence: 0.99856126

00:34:02.690 --> 00:34:04.450 So consumer media is,
NOTE Confidence: 0.9983236

00:34:04.770 --> 00:34:05.670 geared towards
NOTE Confidence: 0.9700027

00:34:06.130 --> 00:34:06.630 consumers,
NOTE Confidence: 0.9913138

00:34:07.090 --> 00:34:08.070 everyday people.
NOTE Confidence: 0.98675406

00:34:08.370 --> 00:34:10.070 Trade media is your,
NOTE Confidence: 0.9882558

00:34:10.530 --> 00:34:12.530 business to business, your physician
NOTE Confidence: 0.9882558

00:34:12.530 --> 00:34:13.190 to physician
NOTE Confidence: 0.9489451

00:34:14.344 --> 00:34:14.844 audiences.
NOTE Confidence: 0.9800961

00:34:15.145 --> 00:34:17.065 So it's other physicians or
NOTE Confidence: 0.9800961

00:34:17.065 --> 00:34:18.585 other researchers who are reading
NOTE Confidence: 0.9800961

00:34:18.585 --> 00:34:18.984 that,
NOTE Confidence: 0.9513963

00:34:19.785 --> 00:34:21.005 information generally,
NOTE Confidence: 0.9972697

00:34:22.265 --> 00:34:22.765 not
NOTE Confidence: 0.87091666

00:34:23.625 --> 00:34:24.525 a lay audience.
NOTE Confidence: 0.9070529

00:34:25.305 --> 00:34:26.045 Ah, okay.

NOTE Confidence: 0.9969579

00:34:26.540 --> 00:34:27.180 Are you ready for the

NOTE Confidence: 0.9969579

00:34:27.180 --> 00:34:27.920 next slide?

NOTE Confidence: 0.9970633

00:34:28.219 --> 00:34:28.719 Mhmm.

NOTE Confidence: 0.98412114

00:34:30.300 --> 00:34:31.260 So we do get a

NOTE Confidence: 0.98412114

00:34:31.260 --> 00:34:32.540 lot of questions about social

NOTE Confidence: 0.98412114

00:34:32.540 --> 00:34:33.040 media.

NOTE Confidence: 0.9942628

00:34:33.900 --> 00:34:35.339 If you are newer to

NOTE Confidence: 0.9942628

00:34:35.339 --> 00:34:37.359 Yale, maybe have some questions

NOTE Confidence: 0.9942628

00:34:37.420 --> 00:34:38.859 about this, feel free to

NOTE Confidence: 0.9942628

00:34:38.859 --> 00:34:39.680 reach out.

NOTE Confidence: 0.9627783

00:34:40.700 --> 00:34:41.200 The

NOTE Confidence: 0.9982952

00:34:41.805 --> 00:34:43.964 the underlying questions generally have

NOTE Confidence: 0.9982952

00:34:43.964 --> 00:34:45.484 to do about personal social

NOTE Confidence: 0.9982952

00:34:45.484 --> 00:34:45.984 media.

NOTE Confidence: 0.9979899

00:34:46.444 --> 00:34:48.285 You absolutely can have personal

NOTE Confidence: 0.9979899

00:34:48.285 --> 00:34:49.645 social media. Just make sure

NOTE Confidence: 0.9979899

00:34:49.645 --> 00:34:50.625 it's distinguished

NOTE Confidence: 0.98904884

00:34:50.925 --> 00:34:52.704 from official Yale accounts.

NOTE Confidence: 0.964489

00:34:53.085 --> 00:34:54.330 Right? So you can see

NOTE Confidence: 0.964489

00:34:54.410 --> 00:34:55.710 I got doctor Coppell's,

NOTE Confidence: 0.952196

00:34:56.410 --> 00:34:57.870 approval for this, and he

NOTE Confidence: 0.952196

00:34:58.090 --> 00:34:59.370 wants me to let everyone

NOTE Confidence: 0.952196

00:34:59.370 --> 00:35:00.489 know he's really not using

NOTE Confidence: 0.952196

00:35:00.489 --> 00:35:01.230 x anymore.

NOTE Confidence: 0.9871602

00:35:02.410 --> 00:35:02.910 But

NOTE Confidence: 0.99947643

00:35:03.290 --> 00:35:04.510 you can't mistake

NOTE Confidence: 0.9996999

00:35:04.969 --> 00:35:06.810 this account for an official

NOTE Confidence: 0.9996999

00:35:06.810 --> 00:35:08.505 account. He's not using

NOTE Confidence: 0.943012

00:35:08.885 --> 00:35:09.625 the Yale,

NOTE Confidence: 0.9305996

00:35:10.885 --> 00:35:11.385 logo,

NOTE Confidence: 0.8506051

00:35:11.765 --> 00:35:12.265 wordmark.

NOTE Confidence: 0.9826363
00:35:12.965 --> 00:35:14.425 He's not using the shield,
NOTE Confidence: 0.9826363
00:35:14.565 --> 00:35:16.165 so it's very clear when
NOTE Confidence: 0.9826363
00:35:16.165 --> 00:35:17.385 you look at the account
NOTE Confidence: 0.9987085
00:35:17.685 --> 00:35:18.885 that this is a private
NOTE Confidence: 0.9987085
00:35:18.885 --> 00:35:20.585 account. He does identify
NOTE Confidence: 0.99930644
00:35:20.885 --> 00:35:22.905 himself as affiliated with Yale,
NOTE Confidence: 0.99930644
00:35:23.180 --> 00:35:24.239 but he does claim
NOTE Confidence: 0.9937336
00:35:24.940 --> 00:35:26.540 that the tweets are not
NOTE Confidence: 0.9937336
00:35:26.540 --> 00:35:27.520 medical advice
NOTE Confidence: 0.9804846
00:35:28.060 --> 00:35:29.420 and that opinions are his
NOTE Confidence: 0.9804846
00:35:29.420 --> 00:35:30.540 own. And those are two
NOTE Confidence: 0.9804846
00:35:30.540 --> 00:35:31.920 really important elements.
NOTE Confidence: 0.98659265
00:35:33.820 --> 00:35:34.320 Also,
NOTE Confidence: 0.9841581
00:35:35.500 --> 00:35:37.440 just a few pointers here.
NOTE Confidence: 0.9841581
00:35:37.500 --> 00:35:39.155 The the thing that's so
NOTE Confidence: 0.9841581

00:35:39.155 --> 00:35:40.675 important, of course, is not
NOTE Confidence: 0.9841581

00:35:40.675 --> 00:35:41.655 to post PHI.
NOTE Confidence: 0.99440706

00:35:42.835 --> 00:35:44.515 So please be very careful
NOTE Confidence: 0.99440706

00:35:44.515 --> 00:35:45.415 about that.
NOTE Confidence: 0.9991131

00:35:46.035 --> 00:35:47.555 We are updating the social
NOTE Confidence: 0.9991131

00:35:47.555 --> 00:35:49.094 media policy right now.
NOTE Confidence: 0.9996584

00:35:49.395 --> 00:35:50.940 There will be there is
NOTE Confidence: 0.9996584

00:35:50.940 --> 00:35:51.839 one available
NOTE Confidence: 0.99898195

00:35:52.140 --> 00:35:53.920 for, anyone who's interested
NOTE Confidence: 0.9880953

00:35:54.219 --> 00:35:55.980 on policy tech, but I
NOTE Confidence: 0.9880953

00:35:55.980 --> 00:35:57.020 am letting you know that
NOTE Confidence: 0.9880953

00:35:57.020 --> 00:35:58.480 there are changes forthcoming.
NOTE Confidence: 0.9362138

00:35:59.420 --> 00:36:01.020 So some of that advice
NOTE Confidence: 0.9362138

00:36:01.020 --> 00:36:02.480 is is going to change,
NOTE Confidence: 0.9916113

00:36:03.180 --> 00:36:04.160 in terms of,
NOTE Confidence: 0.95807767

00:36:04.940 --> 00:36:06.160 patients, etcetera,

NOTE Confidence: 0.9843147

00:36:06.515 --> 00:36:08.355 and and how, patient images

NOTE Confidence: 0.9843147

00:36:08.355 --> 00:36:09.495 are shared on social.

NOTE Confidence: 0.99578923

00:36:11.075 --> 00:36:12.915 If you are faced with

NOTE Confidence: 0.99578923

00:36:12.915 --> 00:36:14.915 any negativity on social media,

NOTE Confidence: 0.99578923

00:36:14.915 --> 00:36:15.955 our advice is to take

NOTE Confidence: 0.99578923

00:36:15.955 --> 00:36:16.855 the high road,

NOTE Confidence: 0.93090343

00:36:18.530 --> 00:36:19.890 you know, and to,

NOTE Confidence: 0.99709696

00:36:20.690 --> 00:36:22.369 always, you know, really think

NOTE Confidence: 0.99709696

00:36:22.369 --> 00:36:24.550 about your comments and how

NOTE Confidence: 0.99709696

00:36:24.690 --> 00:36:26.230 they can affect the institution

NOTE Confidence: 0.9999327

00:36:26.530 --> 00:36:27.270 as well.

NOTE Confidence: 0.96988964

00:36:29.170 --> 00:36:30.310 If you are

NOTE Confidence: 0.98959994

00:36:30.770 --> 00:36:31.270 posting,

NOTE Confidence: 0.9783102

00:36:31.570 --> 00:36:32.469 think twice,

NOTE Confidence: 0.977985

00:36:33.344 --> 00:36:34.785 that you know, about anything

NOTE Confidence: 0.977985

00:36:34.785 --> 00:36:37.045 being mistaken for medical advice,
NOTE Confidence: 0.88561755

00:36:38.465 --> 00:36:39.905 get excited about a new
NOTE Confidence: 0.88561755

00:36:39.905 --> 00:36:40.405 product,
NOTE Confidence: 0.99258494

00:36:41.025 --> 00:36:42.305 that you're using at the
NOTE Confidence: 0.99258494

00:36:42.305 --> 00:36:43.585 hospital, a new piece of
NOTE Confidence: 0.99258494

00:36:43.585 --> 00:36:44.565 equipment, etcetera.
NOTE Confidence: 0.8924406

00:36:45.505 --> 00:36:46.165 You know?
NOTE Confidence: 0.99696875

00:36:46.770 --> 00:36:48.870 Please don't do product endorsements
NOTE Confidence: 0.99696875

00:36:48.930 --> 00:36:49.890 where it looks like the
NOTE Confidence: 0.99696875

00:36:49.890 --> 00:36:52.370 Yale doctor is posing with,
NOTE Confidence: 0.99696875

00:36:52.370 --> 00:36:53.570 you know, the new product
NOTE Confidence: 0.99696875

00:36:53.570 --> 00:36:54.450 in a box or the
NOTE Confidence: 0.99696875

00:36:54.450 --> 00:36:55.510 new piece of equipment,
NOTE Confidence: 0.96712935

00:36:56.290 --> 00:36:57.430 because of our nonprofit
NOTE Confidence: 0.99169034

00:36:57.810 --> 00:36:58.310 status.
NOTE Confidence: 0.99500716

00:36:59.330 --> 00:36:59.830 And

NOTE Confidence: 0.98245573
00:37:00.945 --> 00:37:01.445 we
NOTE Confidence: 0.7323351
00:37:01.865 --> 00:37:02.365 would
NOTE Confidence: 0.99048907
00:37:02.785 --> 00:37:03.905 really like people to think
NOTE Confidence: 0.99048907
00:37:03.905 --> 00:37:05.585 about how selfies in a
NOTE Confidence: 0.99048907
00:37:05.585 --> 00:37:07.745 patient care area with a
NOTE Confidence: 0.99048907
00:37:07.745 --> 00:37:08.245 staff
NOTE Confidence: 0.99324554
00:37:08.545 --> 00:37:10.065 or by yourself, how those
NOTE Confidence: 0.99324554
00:37:10.065 --> 00:37:10.885 are construed,
NOTE Confidence: 0.9994573
00:37:11.905 --> 00:37:12.405 potentially
NOTE Confidence: 0.93070537
00:37:12.785 --> 00:37:14.065 by patients who,
NOTE Confidence: 0.99320024
00:37:15.690 --> 00:37:17.290 wanna see a physician, you
NOTE Confidence: 0.99320024
00:37:17.290 --> 00:37:19.210 know, being serious about their
NOTE Confidence: 0.99320024
00:37:19.210 --> 00:37:20.730 work and, you know, think
NOTE Confidence: 0.99320024
00:37:20.730 --> 00:37:22.329 about how the image might
NOTE Confidence: 0.99320024
00:37:22.329 --> 00:37:23.770 be perceived before you post
NOTE Confidence: 0.99320024

00:37:23.770 --> 00:37:24.270 it.
NOTE Confidence: 0.9990489

00:37:24.969 --> 00:37:25.930 If you do have any
NOTE Confidence: 0.9990489

00:37:25.930 --> 00:37:27.770 questions about social media or
NOTE Confidence: 0.9990489

00:37:27.770 --> 00:37:29.425 you're excited to do media,
NOTE Confidence: 0.9990489

00:37:29.485 --> 00:37:30.864 please reach out to me.
NOTE Confidence: 0.9620209

00:37:31.165 --> 00:37:32.285 I have a great little
NOTE Confidence: 0.9620209

00:37:32.285 --> 00:37:33.325 team, and,
NOTE Confidence: 0.9823696

00:37:34.605 --> 00:37:36.285 we are always looking for
NOTE Confidence: 0.9823696

00:37:36.285 --> 00:37:37.565 your cell phone number so
NOTE Confidence: 0.9823696

00:37:37.565 --> 00:37:39.085 we can bug you in
NOTE Confidence: 0.9823696

00:37:39.085 --> 00:37:41.005 real time instead of waiting
NOTE Confidence: 0.9823696

00:37:41.005 --> 00:37:42.125 for everyone to have time
NOTE Confidence: 0.9823696

00:37:42.125 --> 00:37:43.344 to go through their emails.
NOTE Confidence: 0.999736

00:37:43.800 --> 00:37:44.540 The opportunities
NOTE Confidence: 0.9997382

00:37:45.160 --> 00:37:46.760 move very quickly. If you're
NOTE Confidence: 0.9997382

00:37:46.760 --> 00:37:47.500 not interested

NOTE Confidence: 0.9894908
00:37:48.280 --> 00:37:49.340 and you see it,
NOTE Confidence: 0.9778297
00:37:49.800 --> 00:37:52.200 please just indicate that thanks,
NOTE Confidence: 0.9778297
00:37:52.200 --> 00:37:53.719 no thanks, and we will
NOTE Confidence: 0.9778297
00:37:53.719 --> 00:37:55.400 move on. We also love
NOTE Confidence: 0.9778297
00:37:55.400 --> 00:37:57.080 referrals if you wanna rope
NOTE Confidence: 0.9778297
00:37:57.080 --> 00:37:59.325 someone else into the opportunity.
NOTE Confidence: 0.9855321
00:38:00.505 --> 00:38:01.465 Happy to have,
NOTE Confidence: 0.9981044
00:38:02.105 --> 00:38:02.925 you participate.
NOTE Confidence: 0.99084103
00:38:03.625 --> 00:38:04.745 There's is there a place
NOTE Confidence: 0.99084103
00:38:04.745 --> 00:38:05.785 on your profile where you
NOTE Confidence: 0.99084103
00:38:05.785 --> 00:38:06.985 can post your cell phone
NOTE Confidence: 0.99084103
00:38:06.985 --> 00:38:08.425 and turn it on turn
NOTE Confidence: 0.99084103
00:38:08.425 --> 00:38:09.465 it off so it's not
NOTE Confidence: 0.99084103
00:38:09.465 --> 00:38:10.685 visible to the,
NOTE Confidence: 0.9990778
00:38:12.665 --> 00:38:13.485 to the world?
NOTE Confidence: 0.9723125

00:38:14.719 --> 00:38:15.519 Isn't there a place to
NOTE Confidence: 0.9723125

00:38:15.760 --> 00:38:17.200 there might be. That's a
NOTE Confidence: 0.9723125

00:38:17.200 --> 00:38:18.559 good point. Like, I could
NOTE Confidence: 0.9723125

00:38:18.719 --> 00:38:20.000 right. So, like, this phone
NOTE Confidence: 0.9723125

00:38:20.000 --> 00:38:21.200 number for me, I have
NOTE Confidence: 0.9723125

00:38:21.200 --> 00:38:22.239 it posted here, and I
NOTE Confidence: 0.9723125

00:38:22.239 --> 00:38:23.119 can turn it on or
NOTE Confidence: 0.9723125

00:38:23.119 --> 00:38:24.319 off. So that's actually one
NOTE Confidence: 0.9723125

00:38:24.319 --> 00:38:25.359 way people could put their
NOTE Confidence: 0.9723125

00:38:25.359 --> 00:38:26.420 cell phone in here.
NOTE Confidence: 0.99111956

00:38:26.799 --> 00:38:28.160 I mean, nobody else is
NOTE Confidence: 0.99111956

00:38:28.160 --> 00:38:28.980 ever gonna
NOTE Confidence: 0.98237544

00:38:29.575 --> 00:38:31.175 use it for anything. But
NOTE Confidence: 0.98237544

00:38:31.175 --> 00:38:32.135 if they wanted to, they
NOTE Confidence: 0.98237544

00:38:32.135 --> 00:38:33.094 could post their cell phone
NOTE Confidence: 0.98237544

00:38:33.094 --> 00:38:33.815 in here, and then you

NOTE Confidence: 0.98237544

00:38:33.815 --> 00:38:34.215 would,

NOTE Confidence: 0.9990045

00:38:36.215 --> 00:38:37.335 you we would be able

NOTE Confidence: 0.9990045

00:38:37.335 --> 00:38:38.295 to see it, but, like,

NOTE Confidence: 0.9990045

00:38:38.295 --> 00:38:39.675 the public can't see it.

NOTE Confidence: 0.9954528

00:38:40.775 --> 00:38:41.515 Good idea.

NOTE Confidence: 0.999687

00:38:43.020 --> 00:38:43.920 Did you

NOTE Confidence: 0.99233603

00:38:44.620 --> 00:38:45.440 next slide.

NOTE Confidence: 0.9904649

00:38:46.380 --> 00:38:47.660 I think that's it for

NOTE Confidence: 0.9904649

00:38:47.660 --> 00:38:48.160 me.