

**Mayo Clinic News Network**

**Title: Medical Expert Twitter Chat / Date June 20, 2014**

Intro: Twitter boasts hundreds of millions of subscribers. So, why wouldn't doctors with important news to share about treatments see if they could get the word out with a few well-worded tweets? Take a discussion recently on immunotherapy and ways medicine can work with our immune systems to fight cancer. Here's Dennis Douda with the Mayo Clinic News Network.

Video	Audio
<b>Total Est. running time [1:45]</b>	<b>/// NATS Twitter chat</b>
<b>Dr. Svetomir Markovic speaking</b>	<b>“What’s nice about it is I get a chance to respond.”</b>
<b>Dennis Douda speaking</b>	It was a meeting of some very bright minds - reaching out through social media; a Twitter chat on immunotherapy organized by the American Association for Cancer Research, the Cancer Research Institute and the Mayo Clinic Cancer Center. Gathered in virtual attendance from rooms like this, were researchers from some of the nation’s top medical facilities including Memorial Sloan Kettering, MD Anderson and Yale University.
<b>C.G. Svetomir Markovic, M.D., Ph.D. Mayo Clinic Oncologist/Hematologist</b>	<b>“I think having a forum of experts that answer questions by moderator, I think, is very useful and I hope people take advantage of it.”</b>
<b>C.G. Matthew Block, M.D., Ph.D. Mayo Clinic Oncologist</b>	<b>“And leaders in the field and have a lot of good things to say. From that standpoint it’s quite interesting.”</b>
<b>Dennis Douda speaking</b>	The topic – the latest potentially lifesaving medical care and excitement about research leading to new treatments. The Tweets reached well over a million individual users .. with the potential to expose millions more to new options. (trt :50)
<b>Dr. Svetomir Markovic speaking</b>	<b>“I think this is a wonderful opportunity for education.”</b>
<b>Dennis Douda speaking</b>	And, while the potential is great, explaining the workings of monoclonal antibodies, T-cells or the manipulation of the immune system proved <b>challenging</b> too.

<b>Dr. Matthew Block speaking</b>	<b>“I think the concepts are a lot more complex than you can get out with just 140 characters.”</b>
<b>Dennis Douda speaking</b>	Mayo Clinic Immunology Department Chair Dr. Diane Jelinek saw a different opportunity, a chance to also recruit public support for biomedical research, especially in an age of shrinking funding from the National Institutes of Health.
<b>C.G. Diane Jelinek, Ph.D. Mayo Clinic Immunology Chair</b>	<b>“The NIH budget has been under serious threat for a number of years now, which is really slowing down significantly progress into a whole variety of different diseases.”</b>
<b>Dennis Douda speaking</b>	If Social media is all about reaching the masses, she’s making her case in the right place.
<b>Dr. Matthew Block speaking</b>	<b>“I think it’s a great way to get a message out there quickly.”</b>
<b>Dr. Svetomir Markovic speaking</b>	<b>“Very, very effective, potentially.”</b>
<b>Dennis Douda speaking</b>	For the Mayo Clinic News Network, I’m Dennis Douda.

Anchor tag: Mayo Clinic regularly participates in Twitter chats on a wide variety of medical interests and specialties. In addition, other social media platforms are used daily to share news about healthcare and research, including Facebook, Pinterest and Google Plus.