

STEPS TO SUCCESSFULLY CREATING AND OPERATING YOUR OWN MEDICAL EDUCATION WEBSITE

Michael P. D'Alessandro, M.D. and Donna M. D'Alessandro, M.D.
Children's Hospital of Iowa, University of Iowa, Iowa City, United States

Benefits to Participants:

We will walk through the process of creating and operating a medical education web site that has been successfully used with 20 different medical education web sites over the past 10 years. We will then open up discussion to participants wanting to discuss creating and operating their own medical education web site.

Abstract:

In academic medicine, a faculty member endeavors to create and then enhance a reputation based upon their service, teaching and research. For Slice of Life participants, a substantial part of your reputation rests upon the medical education tools that you design, build, utilize and evaluate.

Using the Internet to disseminate your tools to the world poses the question of where your medical education tools should be hosted inside or outside your university. There are advantages and disadvantages for both. If available, hosting inside your university is often the easier route to follow. However today, armed with knowledge of the tools, techniques and procedures of web publishing and a small amount of money, it is possible for you to successfully create and operate your own medical education web site.

In this breakout session, group participants and leaders will discuss the pros and cons of hosting their medical education web site inside or outside of their own university. Participants will share lessons learned in creating and operating medical education web sites. At the conclusion, participants will have the knowledge to begin to successfully create and operate a new medical education web site or to improve and enhance an existing one.

Objectives:

Participants will review the pros and cons of hosting their medical education web site inside or outside of their university. Participants will share lessons learned in creating and operating medical education web sites. At the conclusion, participants will have the knowledge to begin to successfully create and operate a new medical education web site or to improve and enhance an existing one.

Contact information: Michael P. D'Alessandro, 200 Hawkins Dr. Children's Hospital of Iowa, Iowa City, IA 52246, 319-3553-7762 phone, 319-384-6295 fax, michael-dalessandro@uiowa.edu, <http://www.educationalinformatics.org/>