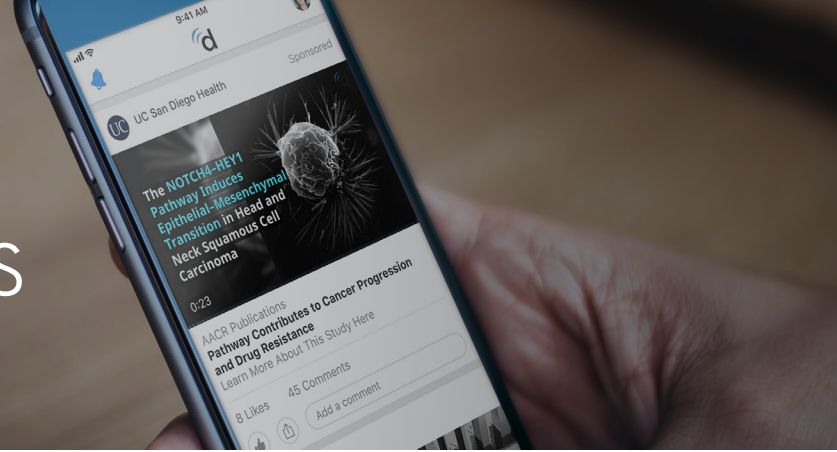


TRENDING TOPICS IN PHYSICIAN NEWS



Doximity's Newsfeed is the largest platform for verified, active physicians to read and discuss medical news, with over one million articles read per month. Our in-house Editorial team is dedicated to content curation, reviewing over 50k articles weekly across all specialties. Your Doximity Client Success team works closely with our in-house Editorial team to gather and formulate learnings from your DocNews® campaigns. Here are suggested topics our editors see resonate with clinicians on Doximity.

■ Clinical & Procedural Advances

- Videos! New and innovative surgical procedure videos
- Clinical study videos and interviews
- Virtual reality technologies
- AI diagnostics
- CRISPR
- New toxicities with CAR-T
- 3D printing of heart
- AI for EKG reading
- Robot-assisted surgical procedures in urology

■ Institutional Highlights

- Unique programs (i.e. wilderness medicine)
- Programs/institutes offering cutting edge procedures and/or pioneering new methods
- Policy issues around e-cigs/vaping

■ Business of Medicine

- Quality and what departments do differently to have low readmission rates
- Successful programs that scaled to policy changes for a hospital or system
- Healthcare of tomorrow: technological advances and societal shifts
- Competition for convenience and the advent of concierge medicine

■ Thought Leaders

- Influencer authors
- Opinion pieces or interviews

■ Life in Medicine

- Physician burnout
- Women in medicine
- Medical student and resident mental health and work/life balance
- Ethical dilemmas
- Unique/de-identified patient stories
- Timely stories around disaster response/events
- Clinician wellness programs

■ Specialties

- Obesity in children
- Colorectal cancer
- Treatments for neurodegenerative diseases (AD, PD, ALS, HD, etc)
- A roundup of trending studies published by a department in a given month or year

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