

FROM YOUR COUCH TO THE WORLD: BRANDING AND OUTREACH IN SOCIAL MEDIA

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April 19th, 2024

@NarjustFlorezMD & @DrNarjust (IG)



Endorsed by

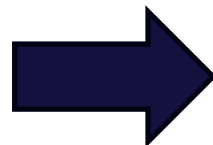


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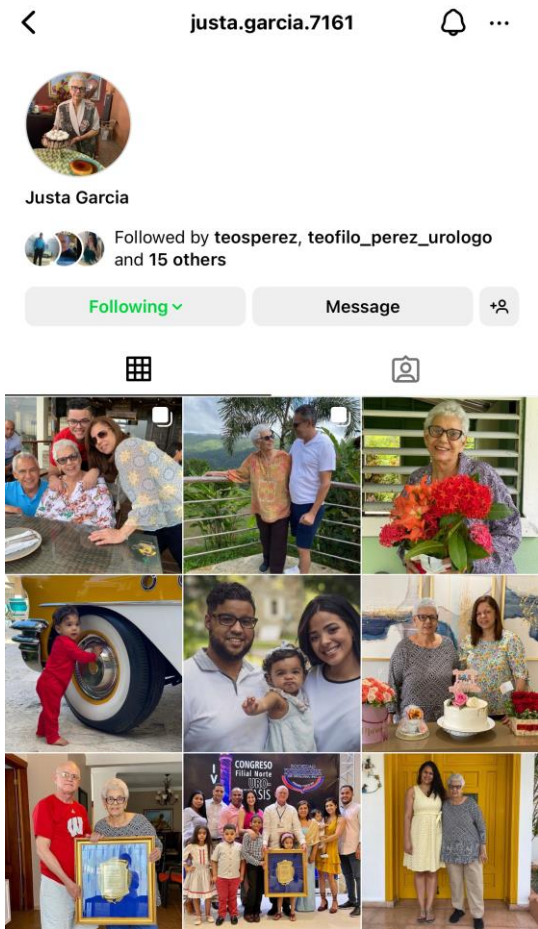




FROM YOUR COUCH

TO THE WORLD!

If my grandma (96 yo) can handle all her social media accounts so you can!



Dr. Teofilo Perez and 9 others

46 9 224

Fumiko Ladd Chino, MD @fumiko... · 6h
!!!feliz cumpleaños!!!

1 2

Dascha Polanco @ShelsDash

Replying to @fumikochino @NarjustDumaMD and 9 others

Feliz cumpleaños mi Doña ! Que Dios la siga bendiciendo! ❤️

9:20 PM · 16 May 20 · Twitter for iPhone



THE KID MERO

@THEKIDMERO

Replying to @NarjustDumaMD @BriChristophers and 5 others

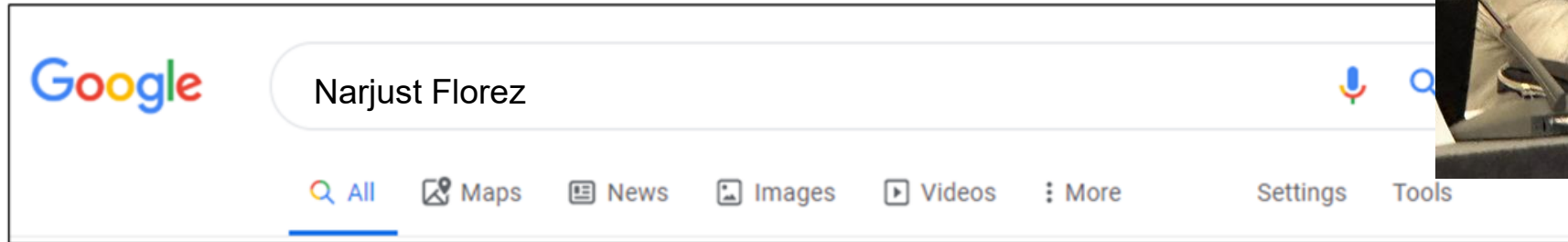
A LIL AGUACATE ON THE SIDE UFFFF



10:22 AM · 06 Aug 20 · Twitter for iPhone

YOUR Brand

Time to Google Yourself!



You are online... even if you aren't!

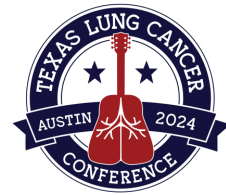
What is the message that you want to share?

Does it align with your purpose?



References

Your Vision Is YOUR Brand

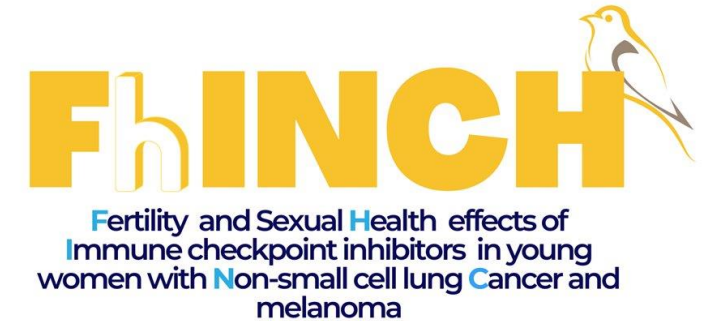
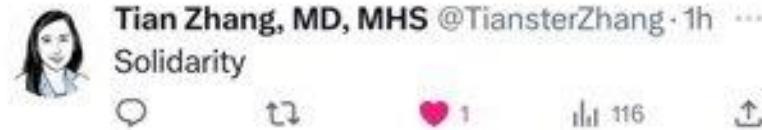


← Post

MP MedPub.io
@MedPubApp

Narjust Florez, MD, discusses importance of care equity, being 'true self on social media'

[#MedPub](#) [#MedTwitter](#) [#MedEd](#) [#MedNews](#)



YOUR Brand – THE Mug



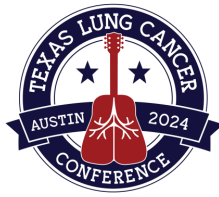
And some re-branding too!



Can Someone Hear Me From Here?



Outreach: Creating a Community



Geiger et al. *BMC Medical Education* (2024) 24:4
<https://doi.org/10.1186/s12909-023-04982-y>

BMC Medical Education

RESEARCH

Open Access

Latinas in medicine: evaluating and understanding the experience of Latinas in medical education: a cross sectional survey

Gabriella Geiger¹, Lauren Kiel², Miki Horiguchi^{2,3}, Celia Martinez-Aceves⁴, Kelly Meza², Briana Christophers⁵, Priscilla Orellana⁶, Maria Mora Pinzon⁷, Sam J. Lubner⁸ and Narjust Florez^{2,3,9*}

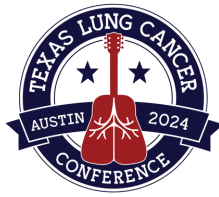
← #LatinasInMedicine
14.8K posts

#LatinasInMedicine
@LatinasInMed Follows you

A supporting community empowering Latinas in all health professions. Managed by @NarjustFlorezMD @BriChristophers @MoraPinzonMD @CeliaMarAceves @ClaudiaCastZ

📍 International 📅 Joined January 2019
430 Following 10K Followers

Outreach: Innovative Studies



YoungLungCancerResearch@DFCI.Harvard.edu



2024 World Conference
on Lung Cancer

SEPTEMBER 7-10, 2024
SAN DIEGO, CA USA

Someone Said Outreach?



Take the IASLC DEI Survey!

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Complete your survey and become qualified to receive one of five
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IASLC Diversity, Equity,
& Inclusion Initiative



Scan the QR Code or visit
<https://bit.ly/DEISurvey24>

Survey Closes May 10, 2024

Be a Sponsor!



#TumorBoardTuesday, Tuesday, April 9, 2024
8:00 PM - 9:00 PM ET @TumorBoardTues

Perioperative IO in NSCLC



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Shruti Rajesh Patel, MD
Fellow
Department of Oncology
Stanford Health Care

CME Credit available after participation. CME Information: [integrityce.com/TBT2024](https://www.integrityce.com/TBT2024)

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Tumor Board TUESDAY

Provided by Integrity Continuing Education, Inc. and Tumor Board Tuesday. Supported by educational grants from Astellas Pharma Global, AstraZeneca, Bayer HealthCare Pharmaceuticals Inc, Janssen Scientific Affairs, LLC, Lilly, Novartis, Seagen and Taiho Oncology

#FlorezLab @Florez_Lab · Feb 10

In the latest @JMAOnc #CancerCareChronicles, Dr. @COLazagasti calls for action regarding Florida's New Legislation.

Gear up for some fantastic #weekendreading, endorsed by the @Florez_Lab!

Link: jamanetwork.com/journals/jamao...

#socialjustice #speakup #florezlab



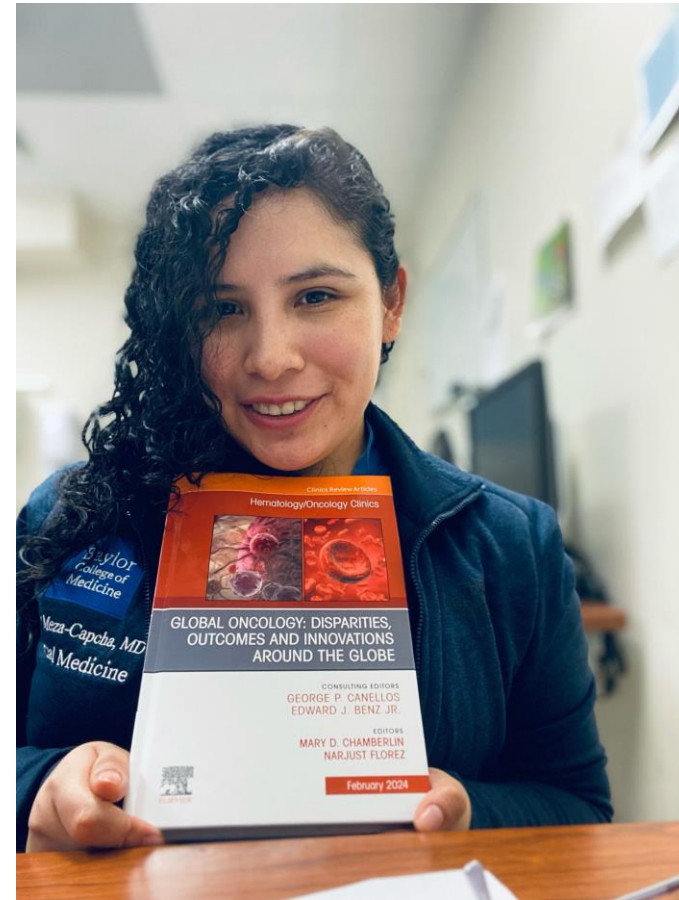
#FlorezLab @Florez_Lab · Mar 11

🌟🌟 It's a great day at the @Florez_Lab!!! We would like to congratulate 3 #florezlab members on matching into Residency Training in the #Match2024 cycle

🌟🌟 Strong work @AbioyeOyepaju @felissahong @ClaudiaCastZ !!!

🌟🌟 We are so proud of you 🌟🌟🌟🌟





The Invaluable Opportunity to Connect with Patient Advocacy Groups



Lung Cancer Living Room
Expert Speaker Series

February 20
5:30 pm PT/8:30 pm ET

GO₂
FOR LUNG CANCER
PATIENT SUPPORT

go2.org

ALK+ lung cancer community
Information is empowerment

Listen to ALK experts
Dr. Narjust Florez,
Dr. Christine Lovly and
Board Member/patient
advocate **Yvonne Diaz** discuss
ALK+ lung cancer

LUNG CANCER CONSIDERED
Hosted by Dr. Narjust Florez

From the Basics to Next Line
Therapy: ALK + NSCLC

ALK+ POSITIVE



Thank You!



Gracias!

