



**MD**EXPO

Orlando, FL • October 29-31, 2023

# **Biomedics and Social Media**

With:

David Braeutigam

Ivan Joyner

Bryant Hawkins, Sr.

Chyrill Sandrini

# Objectives

- What are the available sources of media for biomed
- How to get started
- Estimated cost for each platform
- Time commitment for each platform

# Introductions

- Ivan Joyner
  - Bryant Hawkins, Sr.
  - Chyrill Sandrini
  - David Braeutigam
- 
- 10 to 15 minutes for each speaker
  - 10 to 15 minutes to answer questions and general discussion at the end

# Biomed app

- Biomed101 app by Ivan Joyner



A collage of five screenshots from the Biomed101 app. The top-left screenshot shows a list of content under "What You're Going To Get..." and "Added Benefits...". The top-right screenshot shows a "Learn" screen with a progress indicator "0/12" and a "BIOMED 101" title over a medical chart. The middle-left screenshot shows a "Learn" screen for "Biomed Workshop" with a progress indicator "0/10" and a diagram of a building layout. The middle-right screenshot shows a "Biomed 101" lesson about the SA node with a diagram of a heart and a "COMPLETE" button. The bottom-right screenshot shows a "Learn" screen for a "Podcast" with a progress indicator "0/9" and a photo of people in a meeting.

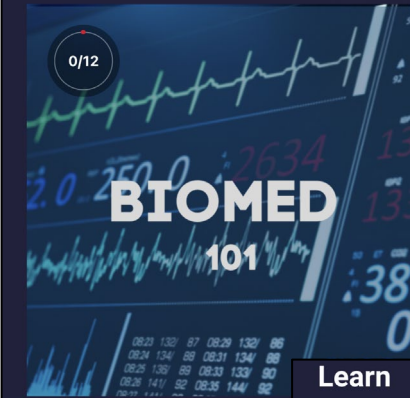
## What You're Going To Get...

- ✓ Biomed101 The Basics
- ✓ Basic CBET Study Info
- ✓ Biomed Leadership Podcast

## Added Benefits...

- ✓ Biomed Community
- ✓ Workshop Live Streams
- ✓ Tips and Tech

## Learn



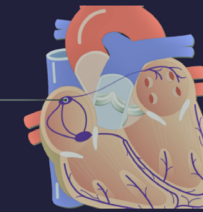
## Biomed 101

### < Biomed 101

The movement of ions through the cellular membrane is essentially current through a resistance.

The effect of the electric potential of a single cell is likened to the effect of a single voice in a crowded stadium; one person contributes to the roar.

SA node



The **SA Node** (sinoatrial) is the normal generator of the heart.

That node or mass of specialized cells exists near the top of the rear of the upper chamber of the right side of the heart in the superior region of the posterior portion of the right atrium.

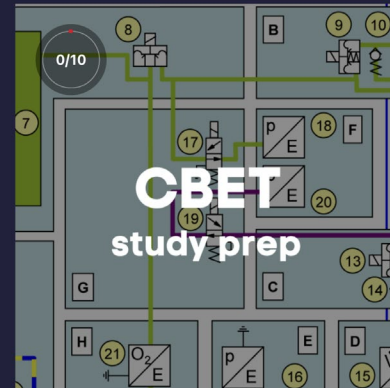
This node sends action potentials to the heart setting its rate. Nerve input as well as chemical input from the

COMPLETE

## Learn

### Biomed Workshop

Beyond the Basics!



### CBET Study Tips

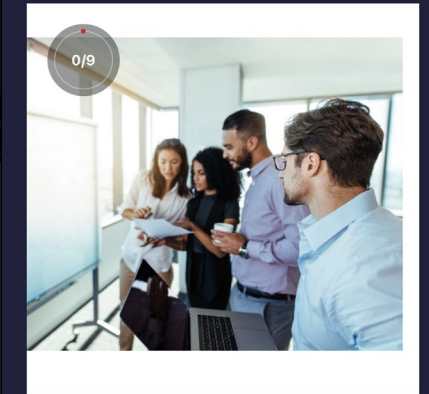
CBET Study and Discussion

- Discover
- Learn
- Worldshare
- Profile

## Learn

### Podcast

Enjoy the Reluctant Leader Podcast



### Emerging Leader Challenge

6 Weeks to Challenge you to become the Leader or Manger you want to be

- Discover
- Learn
- Worldshare
- Profile

# Podcasting

**40 plus episodes**

**New episode twice a month**

**HTM  
ON THE  
LINE**  
PODCAST

WITH BRYANT HAWKINS SR

# Motivational Videos

**New Videos twice a week**

# HTM Blogs

**New Blogs 2-4  
times a month**



# Website

**[htmontheline.com](http://htmontheline.com)**

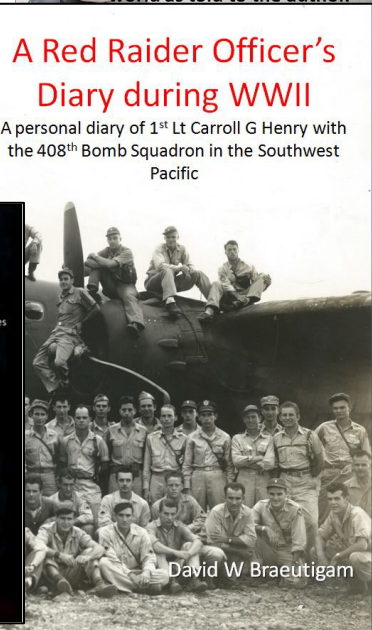
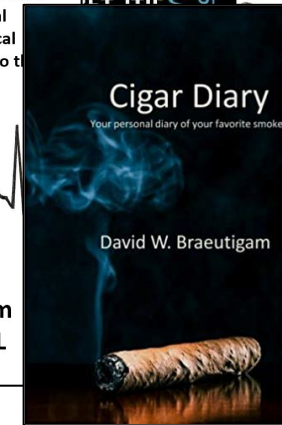
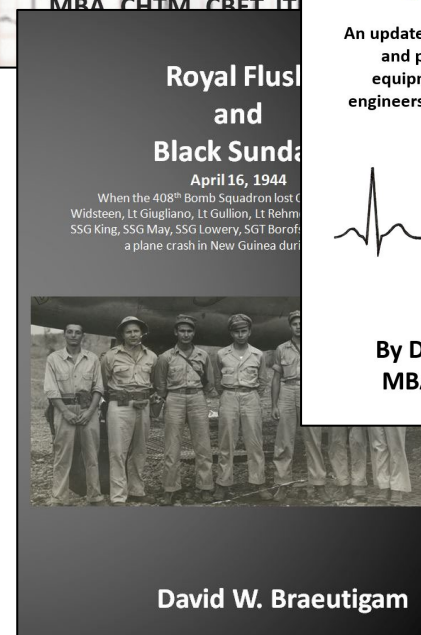
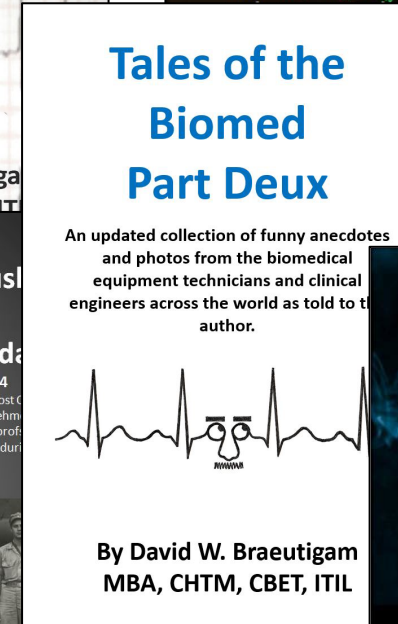
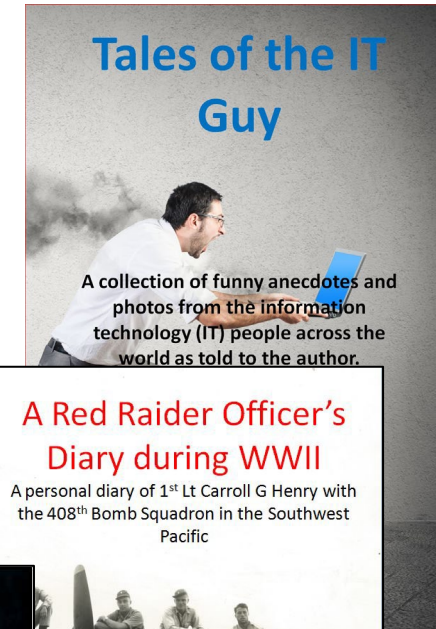
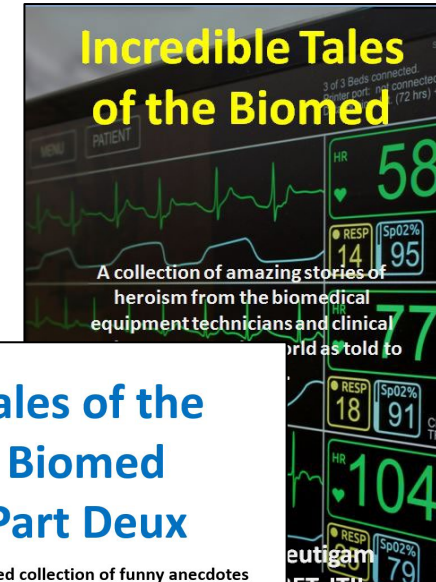
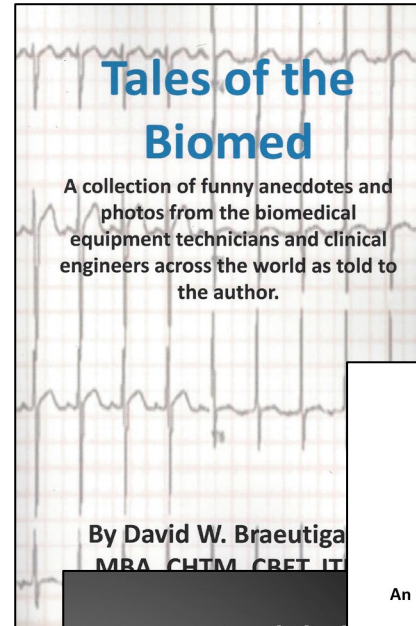
Podcasting

**Chyrill Sandrini –  
host of HTM Insider**



# Books

- Books by David Braeutigam
  - Tales of the Biomed series
  - WWII books
  - Family history
  - Cigar diary
- All are self-published, print on demand, and available on Amazon
- A couple of other books published on Blurb



# Other Biomed and Social Media

- Better Biomed with Justin Barbour – YouTube, LinkedIn, Facebook
- Bearded Biomed with Chace Torres – Podcasts
- The Biomed Girl with Mayra Becerra – YouTube
- Rhiannon Thurmond – LinkedIn and TikTok
- Biomed Chatter – BiomedChatter.com
- I-HTM – hosted by Jewell Newell
- Facebook
  - Military Biomed, Armed Forces Biomedical Society, USAMEOS (inactive for awhile), Biomed, DFW Biomed, BMET, World Biomed





# Questions and Discussion



**We value your feedback!**

**Please scan the QR code to submit a survey for this session.**

**Thank You!**