

**ANALYSIS OF THE IMPORTANCE OF COMMUNICATION AND
SOCIAL MEDIA IN DERMATOLOGY OVER THE LAST DECADE**



Room: W209 ABC

6th March 2025

Opening

4:00 PM

DRA. YOLANDA GILABERTE President AEDV,

4:05 PM

DRA. ISABEL BELINCHÓN, 1ª Vice-President AEDV,
DR. JULIÁN CONEJO-MIR. AEDV International Committee

**Building a Personal Brand: The Power of Dermatologists
in the Digital Age**

4:05 PM

4:26 PM

Examines how dermatologists have used social media to
create and strengthen their personal brand
DRA. CARMEN CRUZ CATALÁN MD. Sevilla. España.

**Managing Online Reputation: Lessons Learned and
Future Challenges**

4:26 PM

4:47 PM

Analyzes the importance of online reputation management
and how dermatologists have navigated this challenge
DRA. CLAUDIA BERNARDEZ MD. Madrid. España.

**Transforming Dermatology: The Evolution of Doctor-Patient
Communication**

4:47 PM

5:08PM

Explores how direct communication between dermatologists and
patients has changed over the past decade
DR. ALEJANDRO DOCAMPO MD. Santiago de Compostela.
España.

**Social Media and Dermatology: Conquering the Digital
Space**

5:08 PM

5:29 PM

Analyzes the impact of social media on the promotion and
visibility of dermatology
DR. JOSE ANTONIO LLAMAS MD. Málaga. España.

**Communication and Social Media in Psoriasis: examples
of success in private practice and research**

5:29 PM

5:50 PM

DR. ALVARO GONZALEZ CANTERO MD. Madrid. España

Questions and answers

5:50 PM

5:55 PM

Conclusions

5:55 PM

6:00 PM

DRA. ISABEL BELINCHÓN, 1ª Vice-President AEDV,
DR. JULIÁN CONEJO-MIR. AEDV International Committee