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**Importance of modern awareness strategies in the field of physiotherapy practice using advanced social media****Jaison Kiran Dsouza**  
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It was in 90s, that many advertising appeared in newspapers and bill boards everywhere, a huge sum of amount was spent on these to get the attention of crowds. It's now in the 21st century with the affordable smart phones and technologically advanced gadgets, marketing and advertising has become fast, advanced and cheaper. It is just on your fingertips you need to see what your friends are up to, or what they see, or what they buy, or what they are suffering from, you just have to peep into the social media profiles and you can scan a lot of potential details in one glance. In the modern era, there is no person left in the planet who is not using a mobile phone or land phone. Communication has become a major part of life and business. You need to ask you the need to communicate; you need to tell you need to communicate, etc. Physiotherapy has a history from the world war times and it has come from a long way in advance treatment methods and advancement in the academic knowledge too. We find bachelor, masters, PhDs and researchers who are perusing future and practice in physiotherapy fields. In my topic, we will see how social media has played a vital role of revolution from creating a profile account to making it into a business account. Few of the things which are widely used in social media are for online education, marketing, booking appointments, case discussion forums, Tele medicine, buy and sell, online consultation, webinars and so on. To conclude social media is a vital part of daily social life which helps to connect with patients and vice versa by just a few clicks. It is only like it, share it, and tag it.

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