

“Red Light, Needles, Cryotherapy, BFR, Pulsed Electromagnetic Fields...What Should I Believe?”

Domain V – Healthcare Administration and Professional Responsibility

Skill Level – Essential

In the past 5 years, many new interventions/intervention tools have flooded the market and along with this come social media claims that seem only amazing. But, as a healthcare professional what should you believe and more importantly what should you take away from these claims and implement in your daily practice. This presentation will filter through the social media muck and overlay what the research and science actually supports. We will see what is only marketing hype versus what acutely provides clinical hope.

Learning Objectives

1. Ability to analyze what social media experts claim and evaluate how accurate their claims are compared to what the science supports for each emerging modality/intervention discussed.
2. Ability to differentiate between those emerging modalities/interventions that are shown to be clinically effective versus those that are only marketing hype.
3. Ability to interpret the marketing material you encounter on various platforms and media.