



#SoMe

#FOAMed

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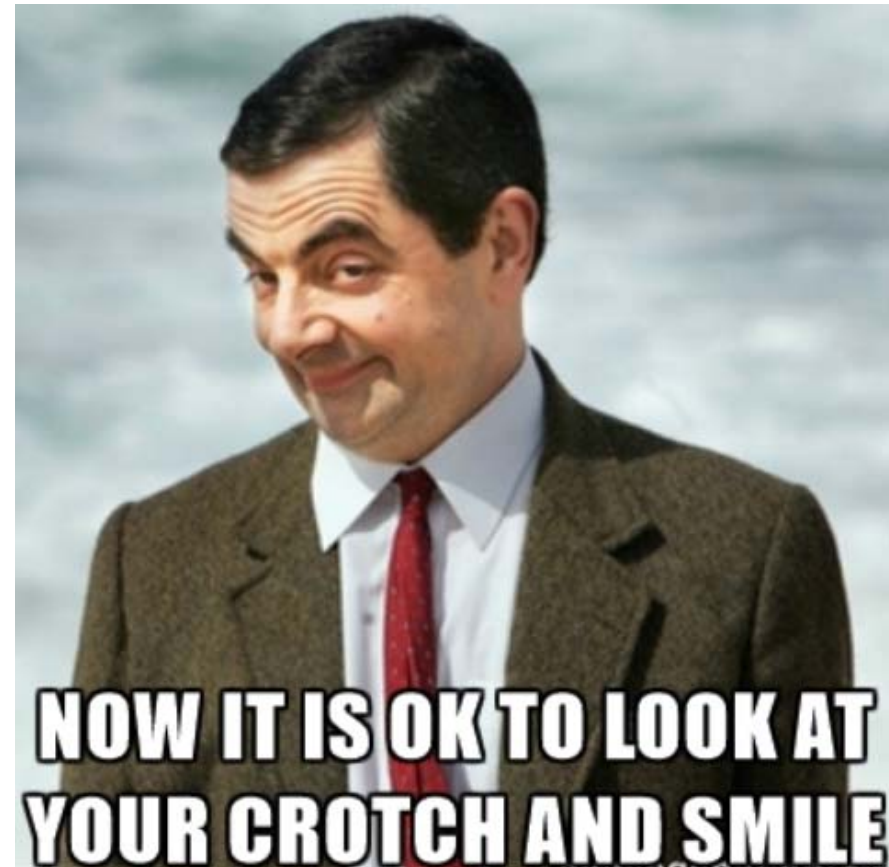
Farcus

by David Waisglass
Gordon Coulthart



**“What conflict of interest?!
I work here in my spare time.”**

We check our phones
150 times per day



Source: KPCB, 2013; Google / IPSOS, 2014

@emergencymedke



Background

The African mobile industry continues to grow

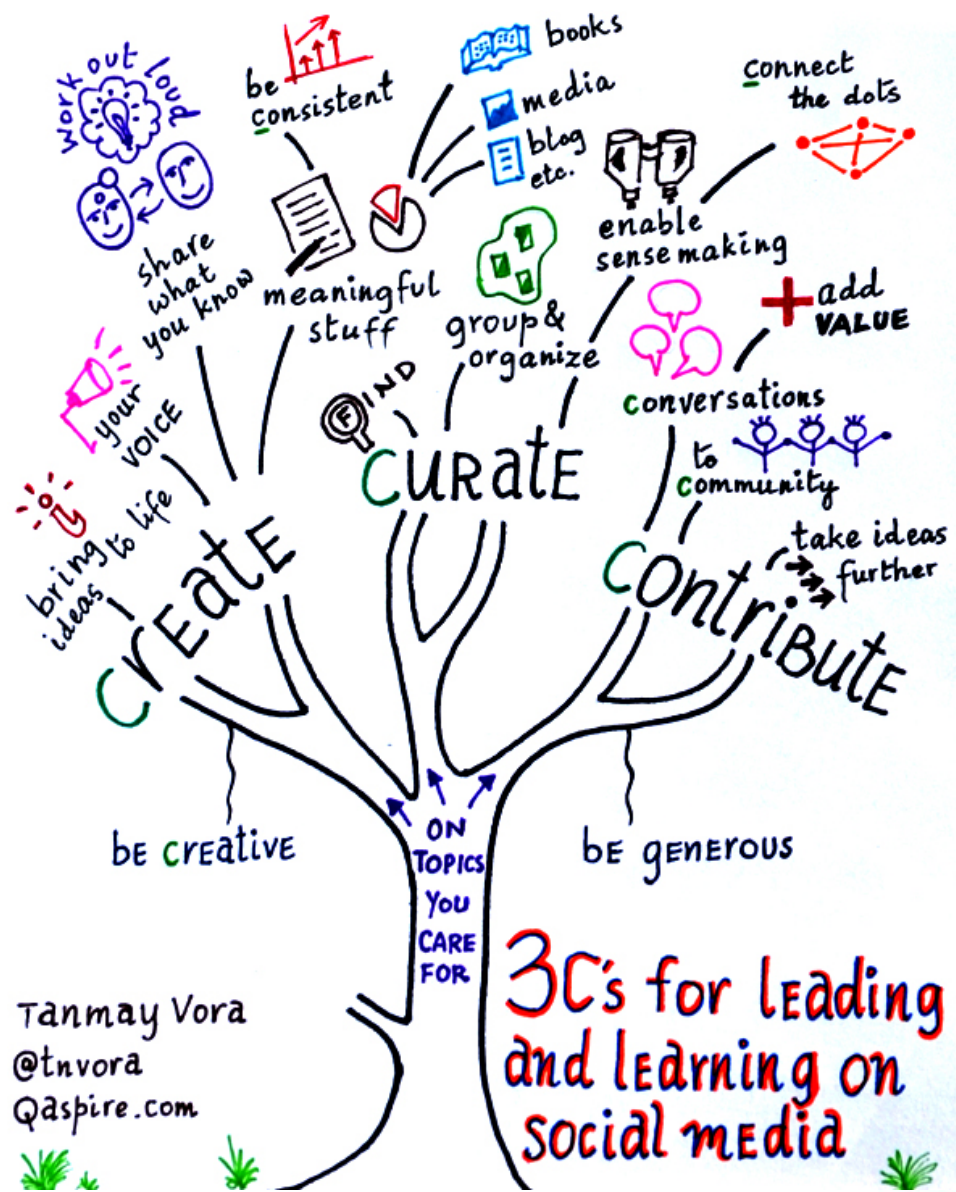
rapidly with an estimated **250 million**

Internet users across SSA in 2015 growing to

500 million Internet users by 2020.

Background

For the foreseeable future, **internet access in Africa will be primarily through mobile**, with smartphones assuming an ever more important role.

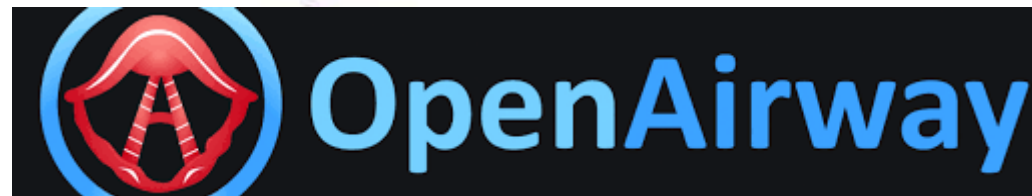


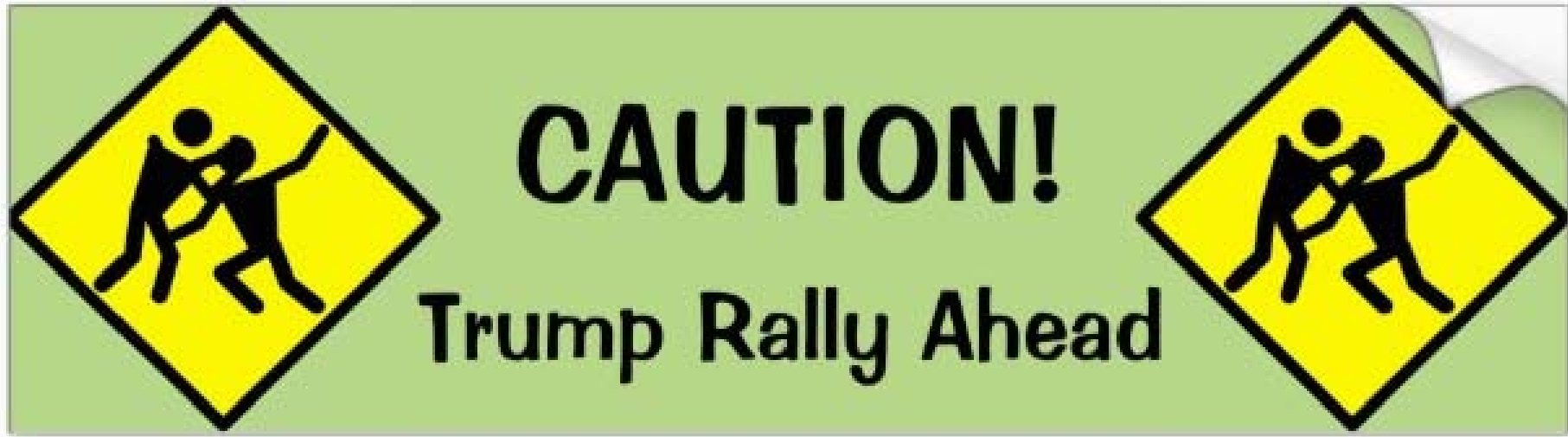
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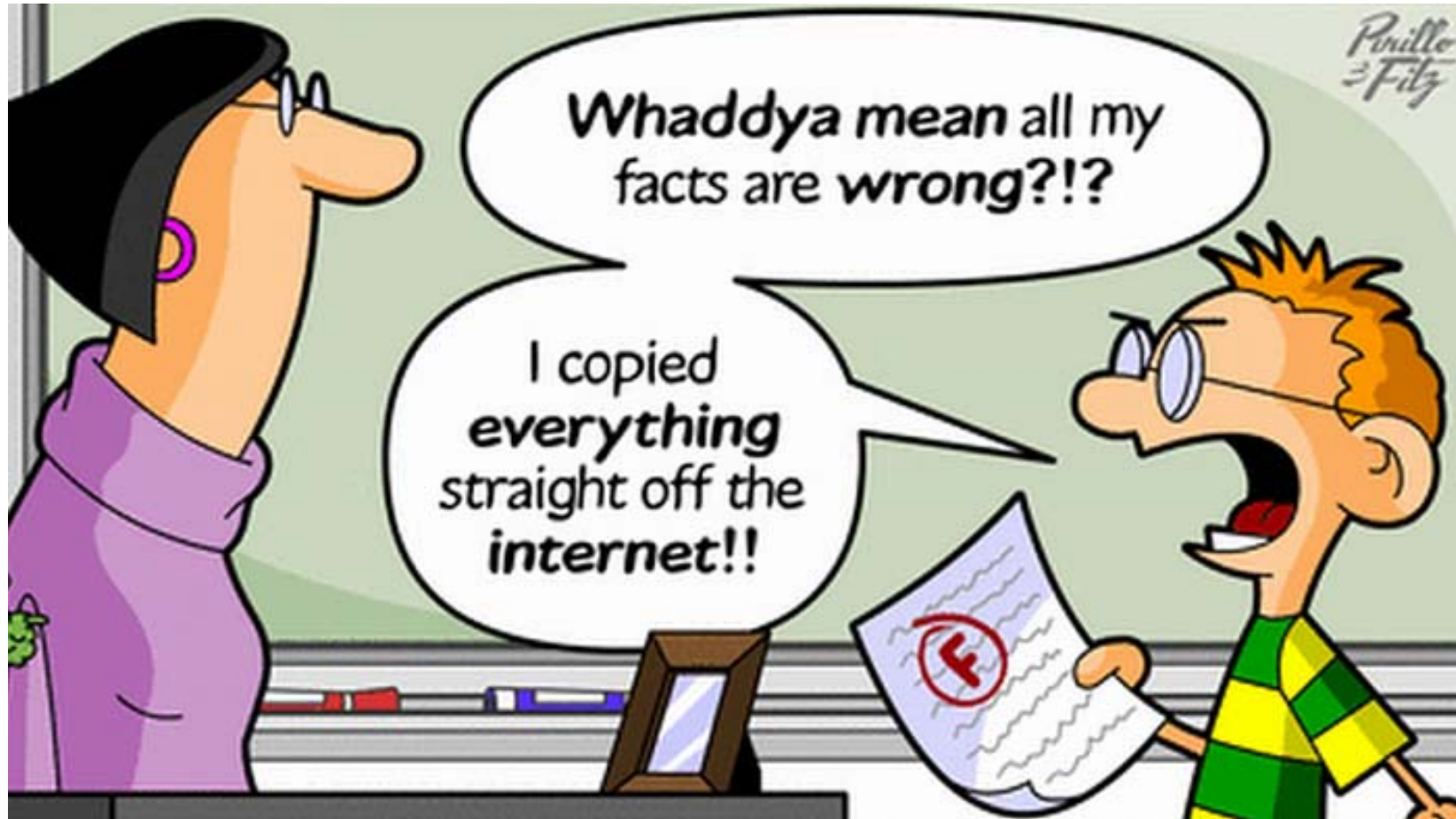
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Blogs and Posts don't tell the whole story...this is not the holy grail of emergency medicine.



Do not believe everything you read on the internet

“This is all
a dream!”



Some of the posts may be beyond the scope of resource-limited settings

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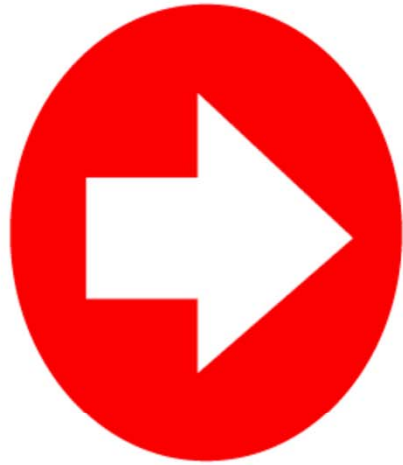
(Rural + Remote Med) + (#Some + #FOAMed)

= better education + no isolation



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