

**ANALISIS OF THE IMPORTANCE ABOUT 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

**4:05 PM**

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

**4:26 PM**

Examines how dermatologists have used social media to  
create and strengthen their personal brand

DRA. CARMEN CRUZ CATALÁN MD. Sevilla. España.

**4:26 PM**

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

**4:47 PM**

Analyzes the importance of online reputation management  
and how dermatologists have navigated this challenge

DRA. CLAUDIA BERNARDEZ MD. Madrid. España.

**4:47 PM**

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

**5:08PM**

Explores how direct communication between dermatologists and  
patients has changed over the past decade

DR. ALEJANDRO DOCAMPO MD. Santiago de Compostela.  
España.

**5:08 PM**

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

**5:29 PM**

Analyzes the impact of social media on the promotion and  
visibility of dermatology

DR. JOSE ANTONIO LLAMAS MD. Málaga. España.

**5:29 PM**

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

**5:50 PM**

DR. ALVARO GONZALEZ CANTERO MD. Madrid. España

**5:50 PM**

**Questions and answers**

**5:55 PM**

**Conclusions**

**5:55 PM**

DRA. ISABEL BELINCHÓN, 1ª Vice-President AEDV,

**6:00 PM**

DR. JULIÁN CONEJO-MIR. AEDV International Committee