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Importance of modern awareness strategies in the field of physiotherapy practice using advanced social media

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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's just in your fingertips you need to see what your friends are upto, 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 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 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's only LIKE it, SHARE it, and TAG it



Biography

Jaison Kiran Dsouza is a Senior Physiotherapist, Cupping Therapist and Fitness Expert. He completed his graduation from Father Muller Medical College, Mangalore under Rajiv Gandhi University of Health Science, Bangalore and FAGE Fellowship from Manipal University, Karnataka. He has worked as a Floor Manager (Asst. Manager)/Chief Physiotherapist at Talwalkars Fitness Company. He is a Certified Fitness Expert from Talwalkars Fitness Academy, Mumbai, India. He is a Certified BCLS provider from Saudi Heart Association approved and registered by American Heart Association. He is a Member of National Geographic Society and is trained Acupressure Therapist from Dr. Veerendra Vora, SanthaCruz Mumbai. He is also a Trained Acupuncturist from Dr. Ehab Hosni, Cairo University, Egypt. He is an approved Panel Member for Online Portal www.Doctor-e-Clinic.com, and www.whatclinic.com portal. He is the Founder of All India Physiotherapist Group (AIPG) with 20000 plus member, India first Facebook Physiotherapy Group with highest members.

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