

The Hippocratic Post

BLOGGING ON THE WORLD'S MEDICAL STORIES

MEDIA KIT 2017



The Hippocratic Post

BLOGGING ON THE WORLD'S MEDICAL STORIES

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Top Spot

Hacked off by the adenovirus

BY PROFESSOR JOHN OXFORD

Every year, thousands of people get a bout of cold, (which is not the same as influenza), but can still leave you feeling unwell for 7-10 days. This year there seems to ...

You are what you eat

BY PROFESSOR GARY FROST

A major weakness in all nutrition and diet studies is that we have no true measure of what people eat. We rely solely on people keeping logs of their daily ...

Weight loss; eat more and exercise less!

BY STEPHANIE MOORE

When I hear people being advised to exercise more and eat less to lose weight, I despair because the conventional advice is scientifically and biologically fundamentally flawed. The actual foolproof ...

Latest

MUSCULAR & SKELETAL

Knee injuries: The importance of a quick ...

BY MR SIMON MOYES

Poor outcomes from complex knee injuries can often be minimised if the specialist referral is made within a six-week window. This means that sports enthusiasts, such as runners, rugby players, ...

LIFESTYLE

Tell me a story: how to fall ...

BY DR SUE ORMA

There is a paradox to sleep in that it comes when you are not trying; but unfortunately too many people try and fail to get to sleep. When you try ...

MENTAL HEALTH

Strong evidence linking Aluminium and Alzheimer's

BY PROFESSOR CHRISTIE KELLY

There has been a strong link between human exposure to aluminium and the incidence of Alzheimer's disease for half a century or more. However, without definite proof, there is still ...

HEART & LUNG

Defibrillators in communities save lives

BY PROFESSOR DOUGLAS CHAMBERLAIN

'If people suffer a cardiac arrest, they need to be treated with a defibrillator or meaningful CPR within four to five minutes to increase their chances of survival. Sudden cardiac ...

PHARMACY/DRUGS

The evolution of pain medication

BY HIPPOCRATIC POST

Thousands of years after humans discovered the pain-relieving effects of resin from opium poppies, clinicians still rely on opioids, which are drugs derived from poppies or synthetic versions, to treat ...

Launched in March 2016, The Hippocratic Post is the World's first global blogging site specialising in medical issues

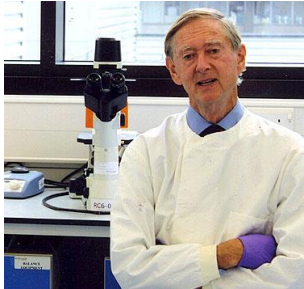
Reaching out to medical professionals and students as well as savvy consumers in the UK and abroad to keep them abreast of latest developments in their field

Featuring blogs from some of the world's most eminent medical professionals including professors from Harvard, Oxford, Cambridge, KCL and UCLA

Interactive site where visitors can post comments, submit blogs for consideration and take part in online polls

Connecting healthcare professionals across international boundaries

500+ bloggers



Professor John Oxford

Why we'll never beat the flu virus (unlike Zika)

Hacked off by the adenovirus

Indian summer flu



Aseem Malhotra

Why I want to drop dead healthy – and I probably will

The toxic truth about vegetable oil

Free speech vital in statin debate

In search of the Mediterranean diet



Dame Stephanie Shirley

Autism in sharp focus

Death and disability

Shining a light on philanthropy in medicine

The Worshipful Society of Apothecaries

Paintings in Hospitals

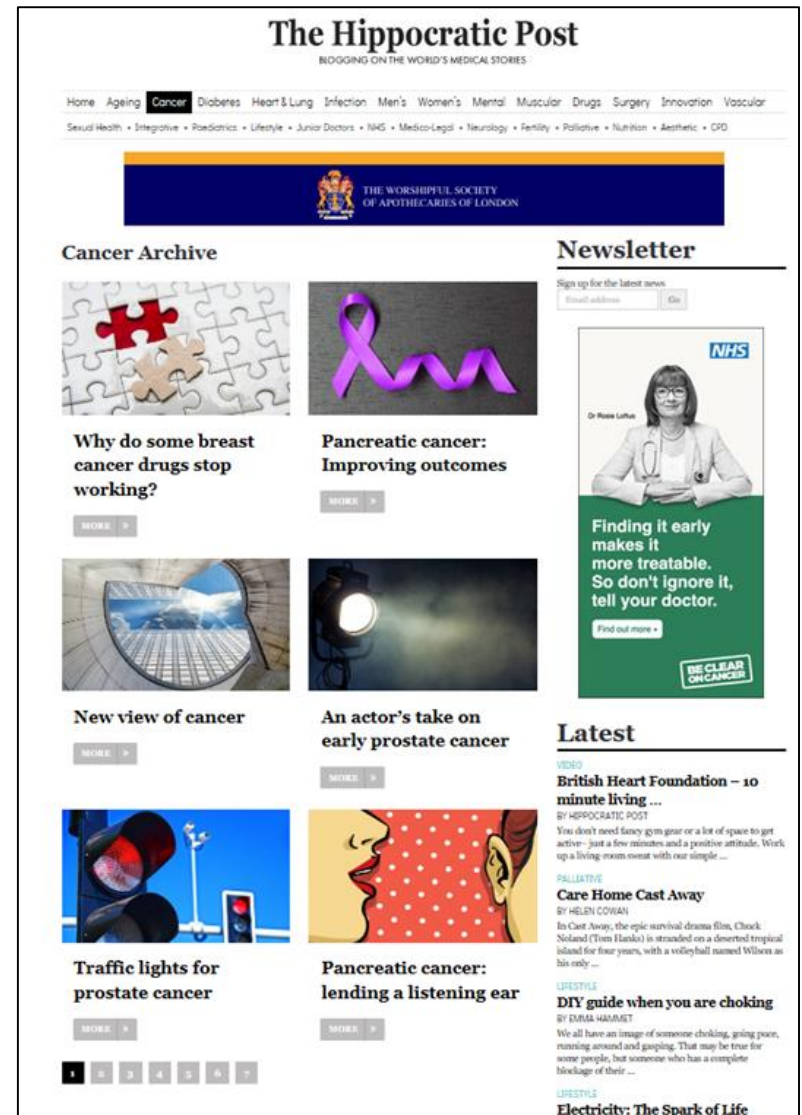


Professor David Nott

Medics under fire

Working in Aleppo

Ageing	Sexual Health
Cancer	Integrative
Diabetes	Paediatrics
Heart & Lung	Lifestyle
Infection	Junior Doctors
Men's Health	NHS
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Home Lifestyle Kundalini Yoga How to control your emotions by Maya Fiennes

Kundalini Yoga: How to control your emotions by Maya Fiennes

Maya Fiennes 25th March 2016 LIFESTYLE, NUTRITION No Comments Share



Maya Fiennes is a well respected Kundalini yoga practitioner and instructor, based in Los Angeles. Trained as a classical pianist, Maya first found Kundalini Yoga when she was looking for something to help calm her pre-performance nerves. She tried other forms of Yoga, but it was Kundalini Yoga that gave her the key to relaxing and controlling her emotions.

What exactly is Kundalini Yoga? Yogi Bhajan, who brought Kundalini Yoga to the West in 1968, describes Kundalini as an 'uncoiling of yourself to find your vitality and your potential'. For Maya, it's a brilliant and effective way to deal with today's life stresses. 'It was the one Yoga technique that gave me the simple, quick tools I needed to either de-stress, energise or calm myself. It's about real life and dealing with its ups and downs'. Maya's retreats and classes are in high demand in LA, but thankfully her classes are now available online, as are her range of DVD's and her best selling book, 'Yoga for Real Life'.

Below are links to our one week plan, designed by Maya, to exercise your body as well as your mind. All you need are some comfortable clothes, five minutes and an open mind.

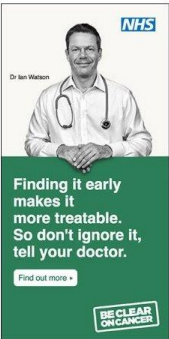
- Monday – Letting go of fear and doubt
- Tuesday – How to deal with stress and love
- Wednesday – Removing obstacles
- Thursday – All we need is love
- Friday – Aches and pains
- Saturday – Sharpen your intuition
- Sunday – Finding joy

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Latest

VIDEO

British Heart Foundation – 10 minute living ...

BY HIPPOCRATIC POST

You don't need fancy gym gear or a lot of space to get active – just a few minutes and a positive attitude. Work up a living-room sweat with our simple ...

PALLIATIVE

Care Home Cast Away

BY HELEN COWAN

In Cast Away, the epic survival drama film, Chuck Noland (Tom Hanks) is stranded on a deserted tropical island for four years, with a volleyball named Wilson as his only ...

LIFESTYLE

DIY guide when you are choking

BY EMMA HAMMET

We all have an image of someone choking, going puce, running around and gasping. That may be true for some people, but someone who has a complete blockage of their ...

LIFESTYLE

Electricity: The Spark of Life

BY REBECCA WALLERSTEINER

Rebecca Wallersteiner takes a look at a new exhibition – 'Electricity: The spark of life' at the Wellcome Collection from 23rd February. Light is as important as the food we ...

LIFESTYLE

Step forward medical concierge

BY PROFESSOR JUSTIN STEBBING

In my opinion, the days of big chunky hospitals filling thousands of beds will soon be a relic of the past. Digital technology, telemedicine and concierge services, where people can ...

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Home Lifestyle Maya Fiennes' Monday Plan

Maya Fiennes' Monday Plan

Maya Fiennes 25th February 2016 LIFESTYLE No Comments Share



Monday

Theme: Letting go of fear and doubt

We can be very scared of change and the first chakra is all about change, about losing our rigidity and learning to be more flexible. Fear is something we all have. It is part of being alive, and of

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Maya Fiennes
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TWEETS 4,481 FOLLOWING 6,828 FOLLOWERS 7,753 LIKES 1,539

Maya Fiennes Retweeted

The Hippocratic Post @hippocraticpost · Jan 26
@MayaFiennes' Thursday Plan buff.ly/2koSddT

Maya Fiennes @MayaFiennes · Jan 26

#Tbt with the very lovely @joshduhamei at an event for Red Cross (he's an #ambassador). I did... [instagram.com/p/BPyCmFIWnh/](#)



Maya Fiennes' Monday Plan



Maya Fiennes' Tuesday Plan



Maya Fiennes' Wednesday Plan



Maya Fiennes' Thursday Plan



Maya Fiennes' Friday Plan



Maya Fiennes' Saturday Plan



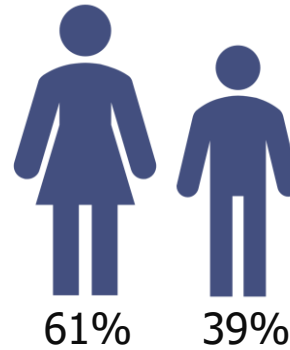
Maya Fiennes' Sunday Plan

Monthly audience*











11,000 sessions

9,000 users

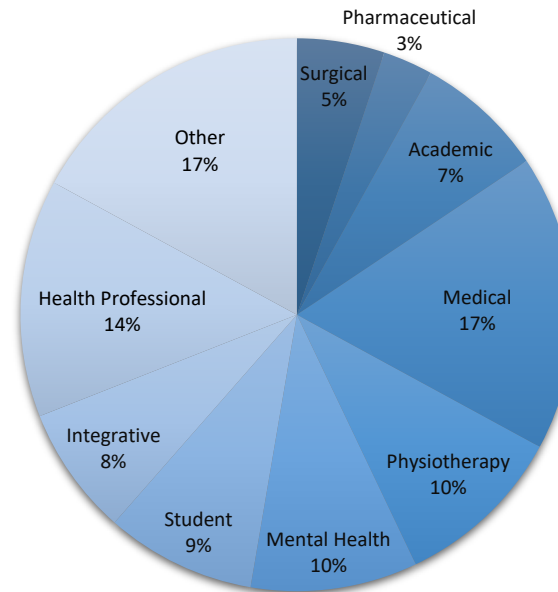
18,000 page views



Top Ten Countries

1.	 United Kingdom	47%
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4.	 Canada	
5.	 India	
6.	 Sweden	29%
7.	 Ireland	
8.	 South Africa	
9.	 Germany	
10.	 New Zealand	

Registered users specialism breakdown**



*Rounded average based on 12 months ending Feb 2017

** as at 03/02/17



Successful Collaboration

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Out of breath?

Take our online breath test

Top Spot

Open access for asthmatics

BY DR ROBERT FLEETCROFT
Asthma patients from surgeries who have good access to primary care, such as in their GP surgery, are less likely to be admitted to hospital because of their condition. This ...

Latest

HEART & LUNG
Listen to your Lungs
BY PROFESSOR STEPHEN HOLGATE
We all feel breathless sometimes but we also know when our breathlessness is not normal. It may be the first sign that something more serious is going on. Untreated lung ...

INFECTION/DISEASE
Sepsis is just as urgent as a ...
BY PROFESSOR SARA FAST
"Every year doctors, in the UK, have to deal with 150,000 cases of sepsis, resulting in around 44,000 deaths. This condition (also known as the silent killer) occurs when the ...

INNOVATION
A smiley face app to combat IBS
BY DR MIRANDA LOWMYER
Smiley yellow faces are not just for emojis. We decided to use this familiar symbol on our new app to help people with Irritable Bowel Syndrome to identify whether supermarket ...

SEXUAL HEALTH
HPV vaccine for boys
BY LAURA RUSSELL
Recent sexually transmitted infection (STI) figures from Public Health England show that young women are continuing to benefit from the introduction of the nationwide Human Papilloma Virus (HPV) vaccination programme ...

MEN'S HEALTH, SEXUAL HEALTH, WOMEN'S HEALTH
Equality for intimacy
BY PROFESSOR TOM SHAKESPEARE
Twenty years ago, I and two colleagues wrote a book called *The Sexual Politics of Disability*, based on conversations with 44 disabled people about their gender, sexuality, self image and ...

HEART & LUNG
Coming up for air
BY JANE ELLISON MP
I would like to thank Public Health England and the British Lung Foundation, in helping to raise awareness about the symptoms of lung disease. I have been in post for two ...

VS.

Prep to work abroad

BY DR ALLIE GREEN
Pre-planning is vital if you want to work abroad as a medic in a humanitarian role. You can just pick up sticks and go but it far better to plan ...

Grown up time-out

BY DR UPASANA TAYAL
I absolutely loved being an expedition doctor. The first time I realised how many opportunities there were for medics who wanted adventure was in 2010. I applied for a voluntary position with ...

The Triage Trio

OLIVIA HOLTERMANN
ENTWISTLE, 22
Features editor of *Pacemaker* magazine, Olivia is in the third year of her six-year medical degree.

FLORENCE N GALE
A nurse of indeterminate age but determined to speak out.

OLIVIA BRACKEN, 21
Olivia is about to finish a biochemistry degree and is looking into studying post graduate medicine.

The Triage Trio
A triple helping of common sense.

Drugs Review
The latest amazing breakthroughs in drugs research.

On the Critical List
We tell you why & how it can be brought back from the brink.

Yest How
How what

Twitter

- Grown up time out @ReySocMed
<https://t.co/pczab8jNW>
22h ago
- Where have all the nurses gone?
<https://t.co/BIYBRtncF>
23h ago
- Want to work abroad as a medic in a humanitarian role? Pre-planning is vital! @ReySocMed
<https://t.co/1HEuRoMSU>

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Out of breath?

Take our online breath test

Listen to your Lungs

Professor Stephen Holgate | 18th July 2016 | HEART & LUNG | 216 Comments | Share

We all feel breathless sometimes but we also know when our breathlessness is not normal. It may be the first sign that something more serious is going on. Untreated lung disease can cause serious problems and some of those are irreversible if not treated early. When it comes to chronic lung disease, some people may not have got their diagnosis until they end up in hospital, but lung disease has to start somewhere.

If we could only get people to recognise the importance of recognising signs of lung disease at the early stages then we could save up to £150 a year in hospital costs, disability payments and time taken off work. Breathless can occur overnight, but we have to act better at recognising when it first occurs from normal to abnormal.

Inspiration

INSIDE

- All the common lung diseases
- 10 signs that you have a lung problem
- How to get a GP to help you breathe

Latest

MENTAL HEALTH
The 'Cat with Nine Lives' syndrome
BY ELAINE ELION FOREMAN



“Thank you so much for your support of the Listen to your lungs launch.

The diversity of lung-theme blogs and bloggers has been great. We’ve had a fantastic response to the online breath test.... 60,000 people have already taken it!”

Christopher Dyson
British Lung Foundation

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Cancer control in low and middle income countries

[Find out more about this event here](#)



Date: Wednesday 21 September 2016

Venue: The Royal Society of Medicine, London



Top Spot



Licensing traditional Chinese medicines

BY ANDREW GALLAGHER

Andrew Gallagher is chief operating officer at Phynova, a British life science company that develops and sells medically licensed drugs, functional ingredients and cosmeceuticals derived from active compounds found in plants. For a ...



Acupuncture becomes mainstream

BY HIPPOCRATIC POST
Millions of people in Britain swear by the healing powers of acupuncture. According to the Royal Society of Medicine, around one million acupuncture treatments are given on the NHS and ...



The globalisation of medicine

BY MAUREEN CROMY
Globalisation and the ever-shrinking world means that we now have access to the medical wisdom and traditions from all over our planet. What we can learn is that there are many ways ...

Latest

MUSCULAR & SKELETAL

Left is best?

BY HIPPOCRATIC POST

Does it matter if you write with your left hand, your right or use both interchangeably? Not really if your handwriting is legible, but it is clear that people who ...

CALL OF DUTY, MEDICO-LEGAL

Greater transparency for global health

BY KATY ATHERSUICH

As the G20 summit draws to an end, we hope that global leaders will push ahead with confronting the problems that mean that people across the world have limited access ...

INFECTION/DISEASE, OUT OF AFRICA

Why Hepatitis B Isn't On Its Way ...

BY DR PHILLIPA C MATTHEWS

Is hepatitis B infection a problem that will gradually fizzle out over time? On initial reflection, it is easy to think it might be. We have a cheap, safe and ...

FERTILITY

Stained By A Snowflake

BY HELEN COWAN

Snowflakes have been described as "tiny miracles of beauty". Wilson Aheya "Snowflake" Bentley photographed more than 3000 in his lifetime, showing their intricate, individual form. Inspired by their uniqueness and ...

CANCER

Vitamin A and pancreatic cancer

BY DR ARMANDO E DEL RIO HERNANDEZ

Pancreatic ductal adenocarcinoma (PDAC) is the most common type of pancreatic cancer and very aggressive. As one of the stiffest human tumours, PDAC is characterised by an extensive fibrotic tissue ...

CALL OF DUTY

Camels and codeine – wilderness medicine

BY DR ZOF BURTON

I have always had a passion for the wilderness and high places. My first expedition was after leaving school when I joined a six-week trip to Kenya with British Exploring ...

Twitter

- The globalisation of medicine
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2d ago
- Licensing traditional Chinese medicines
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2d ago

Video



Fighting AIDS Saving Lives | Community ART groups

Community ART groups is a patient led initiative that gives support to people living with ...



Battle Of The Bulges! (1941)

BY HIPPOCRATIC POST

Various shots of 1940s glamour girls in swimsuits and high heels using exercise machines in a gym. The machines are "the latest mechanised units" of the kind that massage away ...



One Minute Medical School: Herd Immunity

BY HIPPOCRATIC POST

Dr. Rob Tarrewell, a Clinical Assistant Professor on the Faculty of Medicine at the University of British Columbia recently co-authored the largest functional brain imaging study in history, with 21,000 ...

Talking Points

One Young World: Getting Youth Involved in Health Policy

OVER
At One Young World this year, we are hosting a session on the role young ...

Blogs from The Far East:

An emotional neurosurgeon anyone?

BLOGS FROM THE FAR EAST, PALLIATIVE, WOMEN'S HEALTH

A few years ago, as I was attending a medical dinner in London with 500 ...

An Apothecary Writes:

Handing (Back) Over the Pen

AN APOTHECARY WRITES, MEDICO-LEGAL

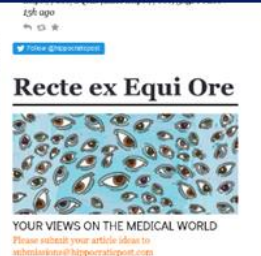
Handing (Back) Over the Pen: Afghan Women's Experiences of Gender Based Violence (GBV) Violence and ...



On The Couch:

Light on dementia

MENTAL HEALTH
Alzheimer's disease is by far the commonest form of dementia affecting around 5 per cent of ...



Cancer control in low and middle income countries

Date: Wednesday 21 September 2016

Venue: The Royal Society of Medicine, London



[Find out more about this event here](#)



Call of Duty



MEDICS WHO GO ABOVE AND BEYOND

Out of Africa

Pioneering mobile health (mHealth) in Africa: a nurses perspective from Malawi

INNOVATION, OUT OF AFRICA

If you visit Malawi, in southeast Africa, you will find a warm, sunny climate and ...

Awards



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Top Spot

Good news for people with HIV

BY DR MICHAEL BRADY

This has been an exciting year for everyone involved with Terrence Higgins Trust. In the first place, we had the interim results of the PARTNER study, which has shown that ...

VS. Pinning a broken collarbone

BY MR RICHARD SINNERTON

'Most broken collarbones are the result of a fall or a collision, so they tend to happen during contact sports such as rugby and skiing, as well as due to ...

Depth perception in key-hole surgery

BY IAIN JOURDAN

When Phillippe Bozzini first designed and used his Lichtleiter in 1803 to peer into the human body, the medical world unwittingly became reliant on observing the endoscopic view of the ...

Latest

CANCER
New view of cancer
 BY JEROME BURNE
 A diagnosis of cancer is really scary. It can seem as if there are only two options, neither very appealing. Conventional treatment which promises a lot but is likely to ...

CALL OF DUTY
Medic at the helm
 BY DR ALEX ROWE
 I've always been a keen sailor and I regret the fact that I've never had time to sail around the world. After I qualified as a doctor, I worked in ...

NUTRITION
Yo-yoing bad for skin and bones
 BY THEA JOURDAN
 Yo-yo dieting has one very obvious effect on skin – constantly losing and regaining weight can leave permanent stretch marks and sagging and drooping skin. Of course, this depends on ...

FERTILITY
Advances in fertility
 BY HIPPOCRATIC POST
 Assisted fertility technology is evolving rapidly – the world's first three-parent baby was born this month and doctors gave the go-ahead for a new genetic screening method in May this year. We ...

INFECTION/DISEASE
Shifting attitudes about HIV testing
 BY CARY JAMES
 Despite incredible medical advances in our treatment of HIV since the 1980s, we know that myths, fear and stigma continue to perpetuate the epidemic in the UK. People still avoid ...

INFECTION/DISEASE
50 plus and HIV positive
 BY CLIVE BLOWES
 One in three people living with HIV in the UK are over the age of 50. Older people are the fastest growing group of people in the UK with HIV. ...

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Men join together this Decembeard and raise money for Bowel Cancer UK
 Sign up: bowelcanceruk.org.uk

IGNORING PROSTATE CANCER WON'T BEAT IT.

Join the fight menunited.org

STOP MEN DYING TOO YOUNG

MOVEMBER.COM

Pancreatic Cancer UK

Pancreatic cancer is tough but we're taking it on together.
 Join us at pancreaticcancer.org.uk

The premier forum for young leaders
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Home | Mental Health | Strong evidence linking Aluminium and Alzheimer's

Strong evidence linking Aluminium and Alzheimer's

Professor Chris Exley | 15th December 2016 | MENTAL HEALTH | No Comments

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There has been a strong link between human exposure to aluminium and the incidence of Alzheimer's disease for half a century or more. However, without definite proof, there is still no consensus in the scientific community about the role of this known neurotoxin in this

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Aluminium DOES cause Alzheimer's: Expert says new findings confirm the metal plays a role in the devastating brain disease

- Chris Exley is a professor in bioinorganic chemistry based at Keele University
- A link between between aluminium and Alzheimer's has existed for many years
- But a lack of evidence has caused the scientific community to remain unsure
- However, his new research confirms the metal plays a role in cognitive decline

By PROFESSOR CHRIS EXLEY FOR THE HIPPOCRATIC POST

PUBLISHED: 09:58, 19 December 2016 | UPDATED: 13:57, 19 December 2016

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603 View comments

A link between aluminium and Alzheimer's disease has long existed.

But many scientists says there is not enough evidence to blame the metal, used by thousands for everyday purposes to cook and store food.

However, Professor Chris Exley, from Keele University, says his latest research confirms it does indeed play a role in cognitive decline.

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DON'T MISS

Meet Caben-Albi George! Stephanie Davis introduces newborn baby son to the world and insists he is '100% ex Jeremy McConnell's child'



That's Amore! Selena Gomez passionately kisses The Weekend as their romance heats up on romantic trip to Florence Bella Hadid's ex-beau



TOWIE's Megan McKenna shows off her peachy posterior in tiny bikini after THAT row with Pete Wicks... as she joins new girl Amber Turner in Tenerife



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BLOGGING ON THE WORLD'S MEDICAL STORIES

The Hippocratic Post is proud to
be shortlisted for the
MJA Website of the Year 2016



Home | Infection/Disease | No kissing please!

No kissing please!

Thea Jourdan 22nd June 2016 INFECTION/DISEASE No Comments

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Do doctors have time for dogs? According to social media, it depends on what field you work in and whether you have flexible hours to walk the dog and keep it company. If you do manage to have a dog and work in healthcare, you will be doing yourself a lot of good. Studies show that interactions with animals can decrease stress in humans as well as encouraging exercise and easing loneliness.

But should you take your bond that bit closer and actually pucker up and kiss your pooch?

Many people find the whole idea pretty yucky. Professor John Oxford, emeritus professor of virology and bacteriology at Queen Mary, University of London, and an expert in microbiology, says he would never let a dog lick his face, no matter how clean and fresh the dog smelled. 'It is not just what is carried in saliva. Dogs spend half of their life with their noses in nasty corners or hovering over dog droppings so their muzzles are full of bacteria, viruses and germs of all sorts.'

MailOnline



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Do YOU kiss your dog? You could be getting a mouthful of nasty, worm-causing bacteria

- Dogs carry nasty bacteria including salmonella, campylobacter and E coli
- Can also pass on parasites like round worm and fungal infections
- Also carry Toxocariasis - causing cysts to develop in the brain and eyes
- But children who grow up with pets are less prone to allergies like asthma

By THEA JOURDAN FOR THE HIPPOCRATIC POST

PUBLISHED: 11:35, 27 June 2016 | UPDATED: 14:12, 27 June 2016

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They are loyal companions, faithful guards and known as man's best friend.

And many of us show affection to our beloved dogs by smothering them with kisses.

But dogs carry a myriad of nasty bacteria over their mouths, leading to potentially-fatal infections, experts warn.

Carrying salmonella, campylobacter and E coli - puckering up with your pooch can lead to diarrhoea, vomiting, dehydration and gastroenteritis, they said.

Moreover, canines can also transmit Toxocariasis, a parasite that can cause cysts to develop in the brain and the eyes, leading to blindness.

And yet, experts concede that children who grow up in houses with pets are less likely to develop asthma, allergies and wheezing.

Writing for medical blogging site [the Hippocratic Post](#), here experts explain why air kissing your animal is wise...



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Should You Let Your Dog Lick Your Face?

By CHRISTOPHER NELLE OCT. 21, 2016

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Endi Scott of Clifton Park, N.J., gets a kiss from Belle, 4 years old, in the Bronx, via Associated Press

It seems harmless enough. You get nose to nose with your dog and talk to it as it laps at your mouth and cheeks with its tongue, or you come home from work and bring your lips to your dog's in a greeting to say hello.

It may feel like the ultimate display of affection, but when it comes to such kisses, experts caution: Beware of dogs.

What's the harm?

[Dr. Neilanjan Nandi](#), an assistant professor of medicine at [Drexel University College of Medicine](#) in Philadelphia, said in an email that most animals' mouths are host to "an enormous oral microbiome of bacteria, viruses and yeast."

Dr. Nandi says a dog's saliva has proteins that may help cleanse or heal its own wounds, but in a paragraph titled "Why Not to Make Out With Your Pet," he noted, "There are some organisms unique to dogs that we were simply not meant to tolerate or combat."

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The Hippocratic Post

BLOGGING ON THE WORLD'S MEDICAL STORIES

More good reasons for the Sugar Tax

By Professor Paul Dobson on Jan 11, 2017 08:50 pm



Last month, the UK government published draft legislation for a tax on sugar-sweetened drinks, which is set to begin from April 2018. The rate has yet to be set but it is hoped the move will help tackle the nation's obesity problem. What is clear, however, is that the drinks industry is seeking to make any levy as low as possible when in fact it needs to be high in order to change pricing behaviour in a meaningful way. Our paper, published in the Journal of Business Research, conveys a really important point that is fundamental to public policy making in this area

The post **More good reasons for the Sugar Tax** appeared first on **The Hippocratic Post**.

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BLOGGING ON THE WORLD'S MEDICAL STORIES

Good news for people with HIV

By Dr Michael Brady on Nov 27, 2016 08:56 pm



This has been an exciting year for everyone involved with Terrence Higgins Trust. In the first place, we had the interim results of the PARTNER study, which has shown that people with HIV who are on effective treatment and have an undetectable viral load won't pass the virus onto their non-infected partners. In the past condoms have been the only thing we recommended to prevent HIV transmission and we were cautious about how good the protective effect of taking HIV therapy was. This was even though there had not been a reported case of HIV transmission between sexual partners when

The post **Good news for people with HIV** appeared first on **The Hippocratic Post**.

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The Hippocratic Post

BLOGGING ON THE WORLD'S MEDICAL STORIES

Medicine for the Mind

By Dr Lizzie Burns on Oct 29, 2016 10:11 pm



For the past 14 years I've combined science with art to engage people of all ages with the beauty and wonder behind medical research, and the hope it brings. Out of all my public engagement work the most striking and captivating reaction comes from working with adults in oncology wards in University College London Hospital. The most prevalent comment is 'happy' as seen from beaming smiles. I have puzzled for years why I see adults go from being low in energy and mood, to looking so alive and alert. A possible explanation was presented unexpectedly one day back in 2012.

The post **Medicine for the Mind** appeared first on **The Hippocratic Post**.

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RWOTY 2016: STEM Shortlist

Thea Jourdan and Carole Stone

44 and 47, Founders, The Hippocratic Post



Knowledge is power, and the world's first blogging site specialising in medical issues and advancements from around the world is helping to put this power into the hands of patients and medical professionals alike. Launched in March this year and born out of a conversation Thea Jourdan had with her brother, a director of surgery at the Royal Surrey County Hospital, The Hippocratic Post is the first global blogging site on medical issues. It aims to be accessible, informative, dynamic and for anyone who wants to understand wider medical issues – from patients to doctors. The Hippocratic Post features content and articles from prominent medical professionals from Harvard, Oxford, King's College London and UCLA. It's an interactive site where visitors can post comments and submit their own blogs for consideration. Healthcare professionals are connected across international boundaries on issues as diverse as cancer, and from sexual health to the plight of junior doctors. This year they have been shortlisted for the Medical Journalists' Association Website of the Year 2016 alongside The Wellcome Trust's Mosaic Science website and Guardian Healthcare Professionals site. But their plans don't stop there. Jourdan told us, "This year, we are launching the inaugural Hippocratic Prize for student health and medical journalism at City University in London, which we hope to make an annual event."

Why are Thea Jourdan and Carole Stone Red Women of the Year?

For having the foresight to set up a venture never thought up before; for launching it with no funding; and for putting **power** into the hands of the patients, as well as the professionals.



3. The Hippocratic Post

Named as the world's first global blogging site, The Hippocratic Post specialises in medical issues that relate to medical professionals and students. Having established itself as a leader in its field, The Hippocratic Post features blog posts from some of the world's most prominent medical professionals, including professors from Harvard, Oxford, Cambridge and UCLA.

The Hippocratic Post



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BLOGGING ON THE WORLD'S MEDICAL STORIES

The Hippocratic Post is proud to be shortlisted for the MJA Website of the Year 2016



TV Doctoring: Upholding the Hippocratic Oath?

26th May 2016, Institute of Directors, Pall Mall

Topical debates bringing together experts and decision makers from around the world

The Hippocratic Post



The Hippocratic Post



CITY UNIVERSITY
LONDON

About the Awards

These awards are the first of their kind in the UK – rewarding excellence in medical journalism to MA students and third year BA students at City, University of London, as well as recent graduates from the Department of Journalism. They have come about due to conversations between Thea Jourdan, Editorial Director of Hippocratic Post (www.hippocraticpost.com) who is also an alumna of the post-graduate newspaper course 1993, and members of the City faculty, including Barbara Rowlands, Course Director of the Magazine Journalism MA and Professor Suzanne Franks, Head of the Department of Journalism.

This is the inaugural year of the awards, which are taking place with the full participation and consent of the journalism faculty at City. Our judges will include Dr Claire Gerada, former Head of the Royal College of GPs, a regular blogger herself, Dr Asseem Malhotra, Dr Harpreet Sood of NHS England, alongside members of the Department of Journalism faculty.

City, University of London, is one of the pre-eminent centres for post-graduate journalism and runs MA courses in science journalism, newspaper journalism, broadcast and magazine journalism. Its alumni include Sophie Raworth, BBC News presenter, James Harding, editor of The Times and writer Justine Picardie.

The Hippocratic Post is the world's first blogging site on medical issues launched in March 2016. It is a unique platform where doctors and healthcare professionals around the world can share views and news in a dynamic way. Since launch, it has attracted over 100,000 page views and 20 per cent of our users are based in the US. It has already held its first Hippocratic Post debate in conjunction with The London Press Club and is partnering with the Apothecaries of London and the Royal Society of Medicine to highlight educational opportunities and events for medics. It was also recently ranked third in Vuelio Top 10 Health Blogs in the UK (www.vuelio.com/uk/social-media-index/health-blogs-uk-top-10).

The time scale for the awards is already decided to fit in with the City, University of London timetable with submissions being requested in February 2017, filed in April 2017 and judging taking place in May 2017. An award ceremony will be held on 6th June 2017 at the Oliver Thompson lecture theatre at City, University of London

Paul McMaster, President of Medecins Sans Frontieres will be giving the keynote speech and awarding the prize for Best Humanitarian story, Alex McIntosh, CEO of YouGov will be presenting the prize for Best submission using data and infographics and Carole Stone, CBE, will be our host for the night.

Categories

Carole Stone CBE Mental Health Prize (in any media)

Best short film on a medical topic

Best submission using data and infographics

Best drug and medical innovation feature

Best international story

Best humanitarian story

Each category will be supported by one sponsor paying £3000 to cover the costs of arranging the event, judges' expenses and a cash prize of £350. To be the principal sponsor of the event costs £5000.

Sponsors not only announce the winning entry in their category, but the presenter and their guests also get the opportunity to network with some of the brightest and best young medical journalists in the country and from round the world at the reception that will follow. Guests will also include faculty members and invited alumni. In addition, there will be a booklet handed out during the award ceremony which will include a page for each sponsor to show support. The winning submissions will be published on our site. You will also have a dedicated page on www.hippocraticpost.com to provide an overview of your portfolio and special interests. We can include a Twitter feed if that is of interest and sponsors' logos will also appear on all award related web posts and emails to members.

This is the first of many annual awards to be held at City and we will be looking at ways to expand the categories and the reach of our prizes.

Should you wish to lend your support to the Awards, please contact:
theajourdan@hippocraticpost.com or Tel: 07771780267

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BY DR ANNA COX
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BY PROFESSOR PETER SCHREIDER
When I watch a TV programme like CSI or Killed, featuring fictional forensic investigations, I am always surprised by how quickly they get crystal clear results pointing the finger straight...

Brexit and the future of UK medical research

BY RICHARD KERRITT
We are now living in a post-Brexit world. On the 23rd June 2016, we as a nation decided to leave the European Union and navigate our own way through this increasingly connected...

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BY DR PENNY WOODS
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How to protect your skin from sky ...

BY DR ANJALI MAHTO
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Care Home Cast Away

BY HELEN COXAN
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BY PROFESSOR GARY FROST
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Hacked off by the adenovirus

BY PROFESSOR JOHN OGDON
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