



Kevin Pho, MD, Named Keynote Speaker at PAINWeek 2011

Social media opinion leader, Kevin Pho, MD to deliver keynote address at PAINWeek 2011 National Conference.

Montclair, NJ ([PRWEB](#)) August 01, 2011 -- PAINWeek, the National Conference on Pain for Frontline Practitioners, has announced that its keynote address will be delivered by Kevin Pho, MD, a nationally recognized opinion leader in the use of social media in healthcare by both patients and clinicians. As social media's leading physician voice, Dr. Pho blogs at MedPage Today's KevinMD.com. Voted the best medical blog of 2008, KevinMD.com is the Web's most influential healthcare social platform, with over 100,000 subscribers on Facebook, Twitter, LinkedIn, and RSS. Forbes.com called KevinMD.com a "must-read health blog," and CNN.com named KevinMD.com one of its five recommended Twitter health feeds. Dr. Pho's address, entitled "Medicine in the Age of Social Media" is to be delivered on the opening day of the PAINWeek 2011 conference, Wednesday, September 7 at 6:30 p.m.

Dr. Pho received his medical degree and completed residency at Boston University School of Medicine and is a member of the 2010 class of New Hampshire's 40 Under Forty, recognizing the state's emerging leaders. He is board certified in internal medicine and practices primary care in Nashua, New Hampshire. He is a member of USA Today's Board of Contributors, and his opinion pieces appear in both national and local publications, including USA Today, CNN.com, and the New York Times.

Debra Weiner, Director of PAINWeek Program Development, observed "We are excited to welcome Kevin Pho to address our conference attendees. His insights on the application of social media to the delivery of information about healthcare are especially relevant in the arena of pain management, where the establishment of an engaged, interdisciplinary approach to treatment is especially important."

About PAINWeek

PAINWeek is the nation's largest pain conference for frontline practitioners with an interest in pain management. Convening for its 5th year from September 7-10 at The Cosmopolitan of Las Vegas, PAINWeek will welcome over 1,500 physicians, nurses, pharmacists, and other healthcare professionals for a comprehensive program of course offerings, satellite events, and exhibits. Over 120 hours of continuing medical education activities will be presented. Additional information is available at www.painweek.org.

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Contact Information

Debra Weiner

Aventine Co.

<http://www.painweek.org>

973-233-4459

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