



SOCIETY <sup>to</sup>  
IMPROVE  
DIAGNOSIS <sup>in</sup>  
MEDICINE

**SIDM**

FELLOWSHIP IN  
DIAGNOSTIC EXCELLENCE **2022**  
MEDIA KIT

## DESCRIBING THE SOCIETY TO IMPROVE DIAGNOSIS IN MEDICINE (SIDM)

*Descriptions of The Society to Improve Diagnosis in Medicine (SIDM) and its work follow for your use, where appropriate:*

### LONG DESCRIPTION:

The Society to Improve Diagnosis in Medicine (SIDM) catalyzes and leads change to improve diagnosis and eliminate harm from diagnostic error. We work in partnership with patients, their families, the healthcare community, and every interested stakeholder. SIDM is the only organization focused solely on the problem of diagnostic error and improving the accuracy and timeliness of diagnosis. In 2015, SIDM established the [Coalition to Improve Diagnosis](#) to increase awareness and actions that improve diagnosis. Members of the Coalition represent hundreds of thousands of healthcare providers and patients, and the leading health organizations and government agencies involved in patient care. Together, we work to find solutions that enhance diagnostic safety and quality, reduce harm, and ultimately, ensure better health outcomes for patients. For more information visit [improvediagnosis.org](http://improvediagnosis.org)

### SHORT DESCRIPTION:

The Society to Improve Diagnosis in Medicine (SIDM) catalyzes and leads change to improve diagnosis and eliminate harm from diagnostic error. We work in partnership with patients, their families, the healthcare community, and every interested stakeholder. SIDM is the only organization focused solely on the problem of diagnostic error and improving the accuracy and timeliness of diagnosis. For more information visit [improvediagnosis.org](http://improvediagnosis.org)

## PRESS RELEASE

[Press release is only specific to The John A. Hartford Foundation-sponsored fellows and scholars.]

SCHOLARS AND FUTURE LEADERS ACROSS MEDICINE CHOSEN TO ADVANCE EQUITY AND DIAGNOSTIC EXCELLENCE FOR OLDER ADULTS.

For more information visit [https://www.improvediagnosis.org/news\\_posts/scholars-and-future-leaders-across-medicine-chosen-to-advance-equity-and-diagnostic-excellence-for-older-adults/](https://www.improvediagnosis.org/news_posts/scholars-and-future-leaders-across-medicine-chosen-to-advance-equity-and-diagnostic-excellence-for-older-adults/)

## FOR MORE INFORMATION

For more information about The Society to Improve Diagnosis in Medicine (SIDM), Fellows 2022 please contact Morgan Clarke, Digital Communications Specialist at [morgan.clarke@Improvediagnosis.org](mailto:morgan.clarke@Improvediagnosis.org)



## BRANDING AND LOGO USE

The Society to Improve Diagnosis in Medicine (SIDM) believes a successful partnership includes co-branding (i.e., including the SIDM logo on a grantee's website and project-related publications). For use of The SIDM logo on printed materials and/or websites. The logo (in a few different formats) and brand guidelines can be downloaded [here](#).

## EMAIL/NEWSLETTER BLURB

**SIDM has selected nine new Fellows in Diagnostic Excellence for the 2022-2023 cohort, with support from the Gordon and Betty Moore Foundation and The John A. Hartford Foundation. The one-year fellowship program matches qualified candidates with mentors who are recognized leaders in diagnostic error education, research, or practice improvement to develop and implement a project to improve diagnostic quality and safety. Through support from The John A. Hartford Foundation, the program also now includes an Age-Friendly Care fellow who will develop and implement a project to improve diagnostic quality and safety for older adults.**

Diagnostic errors affect millions of Americans and result in thousands of deaths each year and originate from a wide variety of causes, including inadequate communication between providers, patients, and their families; limited feedback to clinicians about diagnostic performance; a lack of information for patients on navigating the diagnostic process; and a culture that discourages transparency and disclosure of diagnostic errors, which impedes attempts to learn from these events and improve diagnosis. Diagnostic error with older adults is common and frequently arise from contributing factors that are unique to this population, including polypharmacy, cognitive issues such as dementia, mobility limitations, and chronic illnesses. Link: <https://bit.ly/FellowDx>

## MAKING THE MESSAGES YOUR OWN: SAMPLE SOCIAL MEDIA CONTENT

Following are some sample customizable tweets and Facebook/LinkedIn posts to help you communicate about the 2022-23 SIDM Fellowship Class.



## TWEETS:

**Add this link to all TWEETS:** <https://bit.ly/FellowDx>

1. SIDM's New "Age Friendly Fellowship" will contribute to advancing the field of diagnostic excellence among older adults. Learn more here: <https://bit.ly/FellowDx>  
#SIDMFellows2022
2. #SIDMFellows2022 contribute to advancing the field of diagnostic excellence among older adults.
3. #SIDMFellows2022 will incorporate patients with limited English proficiency in the diagnostic process by enhancing emergency room discharge practices
4. SIDM has announced the #SIDMFellows2022 Class! Fellows will work on innovative projects to #ImproveDiagnosis and Diagnostic Quality and Safety.
5. #SIDMFellows2022 set to #ImproveDiagnosis and provide better healthcare to those who need care the most. #SIDM's work improves lives.
6. SIDM has selected nine new Fellows in Diagnostic Excellence for the 2022-2023 cohort.
7. Let's celebrate the fellows who are working to improve diagnostic error.  
<https://www.improvediagnosis.org/sidmfellowship/#vision>



## FACEBOOK/LINKEDIN POSTS

1. "Launching a SIDM Age-Friendly Fellowship will contribute to advancing the field of diagnostic excellence among older adults. This partnership with The John A. Hartford Foundation and The National Academy of Medicine addressing diagnostic excellence among older adult's underscores SIDM's commitment to advancing solutions to improve diagnosis in medicine among these populations. It also signals our strong commitment to fostering the broad competencies required to attain patient-responsive solutions while improving diagnosis among the aging community. SIDM is pleased to partner with these extraordinary leaders and welcome those committed to diagnostic excellence," said Jennie Ward-Robinson, PhD, SIDM's Chief Executive Officer.
2. The Society to Improve Diagnosis in Medicine (SIDM) Fellowship in Diagnostic Excellence will enhance #SIDMFellows knowledge and skills in diagnostic quality and safety, who are matched with experienced mentors and recognized leaders in the field of diagnostic error and connected directly with the diagnostic error community.
3. The one-year SIDM fellowship is designed to provide professional career development through:
  - A personal mentor in the area of focus within diagnosis (e.g., education, research, practice improvement, advocacy, informatics, etc.)
  - Networking within the diagnostic medicine field
  - A structured curriculum of webinars
  - Opportunities for disseminating scholarship at our annual meeting (Diagnostic Error in Medicine conference) and through peer-reviewed publications, such as the SIDM-sponsored journal *Diagnosis*Funding for the fellowship program is provided by the Gordon and Betty Moore Foundation.
4. #SIDM has selected nine new Fellows in Diagnostic Excellence for the 2022-2023 cohort, also with support from the Gordon and Betty Moore Foundation. The one-year fellowship program matches qualified candidates with mentors who are recognized leaders in diagnostic error education, research, or practice improvement to develop and implement a project to improve diagnostic quality and safety. Through support from The John A. Hartford Foundation (JAHF), the program also now includes an Age-Friendly Care fellow who will develop and implement a project to improve diagnostic quality and safety for older adults.

To make posts more searchable, remember to use common hashtags when possible.

#SIDMFellows2022 #SIDMFellows #SIDM #ImproveDiagnosis



## KEY MESSAGES & SAMPLE TALKING POINTS

### Key SIDM Messages

**Change is needed:** Diagnostic error is one of the most important safety problems in health care today and inflicts the most harm. Major diagnostic errors are found in 10% to 20% of autopsies, suggesting that 40,000 to 80,000 patients die annually in the U.S. from diagnostic errors.

Patient surveys confirm that at least one person in three has firsthand experience with a diagnostic error, and researchers have found that diagnostic errors—not surgical mistakes, or medication overdoses—account for the largest fraction of malpractice claims, the most severe patient harm, and the highest total of penalty payouts. Change is needed.

**The solution is the SIDM Fellowship:** The SIDM Fellowship in Diagnostic Excellence is used to catalyze careers in the field of diagnostic medicine and to cultivate leaders in the diagnostic safety movement.

The overarching goals of the fellowship align with the eight core goals for reducing diagnostic error that are outlined in the 2015 National Academies of Science and Medicine report *Improving Diagnosis in Health Care*.

**SIDM's role:** To develop additional expertise in Diagnostic Safety and Quality, each and every day, focusing on advancing equity and improvements in diagnosis for all people.

**Our call to action:** Collaborate and form unique partnerships that provide SIDM Fellows with the time and space to pursue exciting new work at the frontiers of knowledge and practice in Diagnostic Excellence. Join us as we improve diagnosis for all people.

**More:** With access to unparalleled resources the SIDM Age-Friendly Fellow and NAM Scholar will develop new tools and methods, challenge medical and scholarly conventions, and shed light on the past, present, and future.

### HASHTAGS

#SIDMFellows2022 #SIDMFellows #SIDM #ImproveDiagnosis #advanceequity  
#diagnosticexcellence #diagnosticfellows #diagnosticfellows2022



## SOCIAL MEDIA GRAPHICS

### Web banner:

Link to download: [https://www.improvediagnosis.org/wp-content/uploads/2022/08/SIDM\\_1024x256-Web-Banner@2x\\_blank.png](https://www.improvediagnosis.org/wp-content/uploads/2022/08/SIDM_1024x256-Web-Banner@2x_blank.png)



Link to download: [https://www.improvediagnosis.org/wp-content/uploads/2022/08/SIDM\\_1024x256-Web-Banner@2x.png](https://www.improvediagnosis.org/wp-content/uploads/2022/08/SIDM_1024x256-Web-Banner@2x.png)



### FACEBOOK (1080x1080):

Link to download: [https://www.improvediagnosis.org/wp-content/uploads/2022/08/SIDM\\_Fellowship\\_1080x1080\\_Insta\\_FB\\_POST\\_R01B.png](https://www.improvediagnosis.org/wp-content/uploads/2022/08/SIDM_Fellowship_1080x1080_Insta_FB_POST_R01B.png)



Link to download: [https://www.improvediagnosis.org/wp-content/uploads/2022/08/SIDM\\_Fellowship\\_1080x1080\\_Insta\\_FB\\_POST\\_R01B2.png](https://www.improvediagnosis.org/wp-content/uploads/2022/08/SIDM_Fellowship_1080x1080_Insta_FB_POST_R01B2.png)





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# FELLOWSHIP IN DIAGNOSTIC EXCELLENCE 2022 MEDIA KIT

## TWITTER (600x335):

Link to download: [https://www.improvediagnosis.org/wp-content/uploads/2022/08/SIDM\\_600x335\\_Twitter\\_NO-hashtag-info@3x\\_blank.png](https://www.improvediagnosis.org/wp-content/uploads/2022/08/SIDM_600x335_Twitter_NO-hashtag-info@3x_blank.png)



Link to download: [https://www.improvediagnosis.org/wp-content/uploads/2022/08/SIDM-Fellowship-Twitter\\_600x335\\_R01B.png](https://www.improvediagnosis.org/wp-content/uploads/2022/08/SIDM-Fellowship-Twitter_600x335_R01B.png)

