



Bulletin of the

Indian Association of Physical Medicine & Rehabilitation

Correspondence : Dr Koustubh Chakraborty, Consultant Psychiatrist, Peerless Hospital, 360 Panchasayar, Kolkata - 700 094.
E-mail: drkc07pmr@gmail.com, Mobile / Whatsapp: +91 -94331 24596

Dear Friends,

It gives me great pleasure to present to you the second issue of the Bulletin of the IAPMR under my Editorship.

More and more people are being connected to the Social Media, cutting across socio-economic, age or gender lines. Their number as well as the time spent on these platforms have exploded since the lockdowns, thus providing us an inexpensive and handy medium to use ethically not only as an information outlet for our speciality and field of practice, but also to attract budding Medical Undergraduates to P.M.&R.

Through an interesting array of articles written by our young and dynamic members, we shall explore the various Social Media platforms available to disseminate information, how can we generate content, record the videos, edit them using freely-available softwares, how to incorporate them in our prescription, and finally, the work that the IAPMR is doing in this front through its dynamic website and the effervescent Public Relations team. A video has been embedded into the Bulletin for the first time to highlight how versatile contemporary technology enables us to be.

Amongst regular features, I've included news about National and State-level Conferences conducted, IEC activities conducted, achievements and some travel photographs clicked by our members.

Wishing you a pleasant reading.

— Dr Koustubh Chakraborty.



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MESSAGE FROM THE HONORABLE PRESIDENT, IAPMR

— Dr P.Thirunavukkarasu



It is indeed a great pleasure to see one another IAPMR Bulletin is being published by our Bulletin Editor, Dr Koustubh Chakraborty. As usual he is following the various activities of our Association and brings out valuable news to our fraternity.

Our long-cherished ambition of publishing the IAPMR Textbook is finally bearing fruit. As you all are aware, an immense effort is being put into this work by our Academic Committee chairman, Dr A.K.Joy Singh and his team. Now the next move of reviewing the chapters by both the Editors Dr AK Joy Singh and Dr. Abhishek Srivasta is going on. I also congratulate all the Authors who have actively contributed for the successful completion of the work.

We are also in contact with NMC for updating the PMR requirement about faculty, infrastructure and equipment for medical colleges starting or renewing UG MBBS Course with NMC. We hope to see the revised format and guidelines soon in the gazette notification. In this regard I appreciate the efforts of our Vice President, Dr.Ajay Gupta and our dynamic Secretary, Dr Sanjay Kr Pandey.

I appreciate our IJPMR Editorial team headed by Dr Mrinal Joshi for their consistent efforts to get our journal back on board. In this regard I place on record on the efforts of our previous IJPMR Editor Dr Rajesh Pramanik for his contribution to this effort for smooth transfer

I eagerly expect our members to personally attend our Midterm CME in large numbers at AIIMS Nagpur the first of the Physical Meet after the Covid Pandemic and make it a great success. I wish the Organizing team of Dr Sanjay Kr Pandey and Dr Harshanand Popalwar for successful conduct of the CME

I also wish the IAPMR Bulletin for its continuous success.

MESSAGE FROM THE HONORABLE SECRETARY, IAPMR

— Dr Sanjay Kr Pandey



Dear Friend and colleagues,

“Greetings from IAPMR”

In the 50th year of our glorious Association, we are a proud family of approximately 950 members & 10 state chapters and also a member of the International Society of Physical and Rehabilitation Medicine (ISPRM). It gives me immense pleasure to see that we are able to bring 2nd edition of The Bulletin of the IAPMR under the able editorship of Dr Koustubh Chakraborty, and taking this opportunity, I invite you all for our upcoming MID TERM CME at AIIMS Nagpur for a grand feast of knowledge, skill, exchange and incubation of ideas and a long-awaited get-together with the stalwarts of our speciality.

I urge you all to register in maximum numbers and make it grand success. It's our first get together since COVID . So Stay safe. Follow COVID appropriate behaviour.

Long Live IAPMR

JAI HIND !

MIGHT OF SOCIAL MEDIA: - ENHANCED OUTREACH:

— Dr Amit Ranjan, Asst Professor, AIIMS Gorakhpur.



"A splendid light has dawned on me..."-Albert Einstein

India has one of the largest numbers of Facebook users in the world. In November 2020, the number of Facebook users in India reached over 310 million users, a number so large that if all of them were to form a country, it would be the fourth largest by population size. (Source: Statista). This number is expected to reach almost 444.2 million by 2023.

Even a microblogging site like Twitter has about 16 million users, and adding the figures for Instagram, YouTube, Discord, Telegram and others, most accessed through mobile devices, these sites offer an opportunity to reach out to an unprecedented 900 million mobile users in India, with little more than a few key strokes.

RELEVANCE IN PMR:

The need to actively propagate the works, idea, and relevance of PMR services cannot be underestimated. One of the advantages of use of social media from PMR perspective is that it enables spread awareness about PMR services amongst all strata of society, especially patients and policy makers in real time and on regular basis. It might also serve to get feedback on service delivery, create community-based programmes, and make our physiatrist services more patient-centric by addressing the felt-needs of the people.

Alongwith, it can also be used to avoid propagation of unverified facts and frivolous misleading rumours regarding rehabilitation. Leveraging these platforms can help to counter false perceptions and present the real facts to enable patients with informed opinion making.

Is there any practicing Physiatrist who hasn't ever felt this need!?

Spectrum of Public Relations (PR) Tools

EVERGREEN ONES :	NEW AGE WONDERS :	PUBLICITY via ACTIVITIES :
Newspaper coverage (Press briefing)	Interactive Dynamic Website	Campaigns on dedicated days
Magazine articles	Facebook	Collaborations with other Specialities
Television	Twitter	Award ceremonies
Radio talks	Instagram	Philanthropic affiliations
	LinkedIn	Interviews
	YouTube	Public Health awareness series
	Blogs	
	Podcast	
	Wikipedia	

Where we stand from the IAPMR perspective :

- Dynamic Website already in place
- Dedicated **IAPMR Public Relations Team** in place w.e.f. 27/07/2021
- Official Social Media Presence (on Facebook, Twitter, and YouTube)

IAPMR on Facebook

The official Facebook Page : Indian Association of Physical Medicine and Rehabilitation-IAPMR

- a) The contents published are related to patient education, announcement of academic events, publishing of videos and coverage of our Conferences.
- b) Various links or content from similar Facebook pages are shared on ours for wider communication (eg: Facebook page of Ministry Of Social Justice And Empowerment or Health Ministry)
- c) Event creation: Academic events can be created on Facebook page
- d) News of various achievements by IAPMR members can be published on page. This shall give us wider publicity and motivate members to do good work in the field of PMR.
- e) Celebration of various special days like, Spinal Cord Injury Day, International Disability Day, Cerebral Palsy Day etc can be popularized through Facebook page. Can hold competition among members as well as the public for creation of content of that event. (Example: poster competition or awareness video etc)

IAPMR On Twitter

The official Twitter Name: @IAPMR1

Benefits and challenges of twitter for IAPMR

- a. Can spread information related to all events like Conferences/CME/ webinars
- b. Can tag any Government Department, Private-sector organization / NGO regarding grievances / complaints/ objections
- c. Can start hashtag trend
- d. Can Re-tweet / like / comment regarding important tweets.
- e. Can follow tweets of other professional bodies like Indian Orthopaedics Association, Indian Academy of Paediatrics and ISPRM for Instance, that will help us top connect other medical organizations.

IAPMR On YouTube

The official IAPMR's YouTube channel Name is: **IAPMR**

- Patient education videos and other academic content created by the PR team or any IAPMR member can be uploaded on our YouTube channel.
- Live streaming of academic content- Clinical meet, state conference, midterm CME and various sessions of National conference can be live streamed on YouTube channel

The Way Ahead

- Integrated Pro-Active Approach
- **More Virtual Visibility:** If feasible, every State Chapter, every PMR department, even every willing Physiatrist, especially the young guns ought to have their active social media presence.
- Actively share every PMR-related work (Clinical cases/ Research Papers/ Newspaper coverages / TV appearances / Radio talks etc) ***Like, follow and share each other's PMR related activities for wider propagation***
- Slow and Steady Wins the race!! Gearing up for more formidable presence on all existing platforms & opening new avenues of reaching out widely.
- As we are celebrating the 50th Year of IAPMR, we need to reach out to more and more people, our colleagues in other specialities, Senior Government Officials, Non-governmental organizations etc. regarding wider publicity of our specialty.

HOW TO START AND GROW A YOUTUBE CHANNEL

— Dr Rachit Gulati, Consultant Physiatrist.

Many a time, we Physiatrists come across a good, informative YouTube video, and wish that we too could be able to create something of similar or better quality, for the ethical awareness creation amongst the general population. However, a major hindrance can be the lack of knowledge of the technology being used nowadays, and how to access the same.

In this embedded video, a step-by-step approach has been explained towards the creation of a good video, which I feel will be of help to all Physiatrists desiring to upload quality content on the social media.



Disclaimer : The views expressed are the author's own. Neither the Bulletin of the IAPMR nor its Editorial Team have any commercial interests with any of them.

Towards a Smart Prescription

— Dr Vipin P Vijayan MD, Junior Consultant in PMR

Government Health Service, Kerala



Traditionally, the word of mouth reference from a peer has been the most powerful medium for getting patients. With the advent of Social Media, a lot of people nowadays depend on the information and feedback contained in these platforms to either know which speciality his or her symptoms fall under, select a Doctor in that field, or learn about the best Medical Facilities available nearby. This is exactly why we can and should ethically use the same to disseminate correct information and improve our practice as well !

Yes, the social media is a great venue to inform our patients and colleagues about our Academic and Professional achievements. Technology gives us huge opportunities at a very low cost, provided it is used very wisely and effectively.

At my individual level, when I realised that many of my patients did not follow my instructions on lifestyle changes or therapeutic exercises, I created a small YouTube channel with a few videos on the same (<https://www.youtube.com/c/drvipinvijay>). It was well-received, and actually improved better compliance on the part of my patients. I included my YouTube channel link as a **QR code** in my Prescription, which was very inexpensive, but I could connect with more people and my patients became regular with exercises.



QR Code included in the prescription, which the patient can scan with any smartphone and receive relevant information.



You can add whatever information you need as a QR code, and some applications allow you to create **Dynamic QR codes**, which permit later editing of the the link in same QR code. This will help, in case you changed your address, contact details, consultation time, appointment link, and so on, to enable the patient locate you even with your old prescription. QR Code generators are freely available over the internet, and simply pasting the relevant link will create one for use.

I got to shared my experience at one of our IAPMR PR group meetings. A lot of interest was generated regarding this humble initiative of mine, and it was felt that it should be shared amongst all members as an effective way to connect with our existing patients, as well as getting new enquiries.

I shall be very glad if the esteemed members of IAPMR find this tool worthwhile.



Prof. Dr R.K. Wadhwa,

HoD, PM&R, VMMC & Safdarjung Hospital, New Delhi, & Org Secy, IAPMRCON 2022.

It was a matter of great pleasure and proud privilege for IPARM Delhi in association with IAPMR to successfully organize the Golden Jubilee Edition of IAPMRCON in hybrid mode, bringing together 300 Physiatrists and PGTs from India and all over the world under one roof. The theme of the conference was “**Post Covid World: Strengthening Healthcare- Rehabilitation 2030**”. The Academic bonanza was held from **25-03-2022 to 27-03-2022** with two pre-conference workshops on **24-03-2022**. It was inaugurated by the Hon’ble Chief Guest **Dr Vinay Prabhakar Sahasrabudde**, MP Rajya Sabha, Guest of Honour **Dr A. K. Mukherjee**, [Former DGHS (GOI)] and **Dr S. V. Arya**, Med Supdt, VMMC & Safdarjung Hospital, New Delhi.

This conference was a unique forum for exchanging innovative ideas and technical expertise. Around 100 delegates attended the pre-conference workshop on topics of Interventional Radiofrequency Ablation in Psychiatry and Transcranial Magnetic Stimulation.

The main conference included scientific sessions on Cerebral Palsy, recent advances in PMR, Spinal injury Rehabilitation, Neuro Rehabilitation, Pain management, Musculoskeletal Rehabilitation along with Orations & Keynote lectures, Panel discussions, Award papers & Poster sessions, Free Papers and the ever-popular IAPMR Quiz. It provided a golden opportunity for our budding Physiatrists to widen their horizon of knowledge for better treatment approach to the patients.



REHABCON 2022 : Kerala



Dr. Selvan.P
Organizing Secretary.



The 15th Annual State Conference of **Kerala Chapter of Indian Association of Physical Medicine and Rehabilitation** was jointly organized by Department of PMR, Govt. Medical College, Thiruvananthapuram and Kerala Chapter of IAPMR at Hotel Residency Tower, Thiruvananthapuram on **23rd - 24th April 2022**. The theme of the conference was **“Interventional Physiatrist: Need of the Hour”**. 137 delegates attended the conference, which was inaugurated by Dr.Sara Varghese, Principal, GMC, Thiruvananthapuram.

Chapter President Dr. P.C.Muralidharan presided over the inaugural function in the presence of the Organizing Chairman Dr.Suresh Kumar.P.S., while Dr. Selvan.P, presented the Secretary’s report. 3 Stalwarts of PMR, Dr.S.Hariharan, Dr.George Joseph.N and Dr. Churchin Ben were felicitated.

A Preconference workshop on Musculoskeletal USG done on **22/04/2022** at Dept. of PMR, Govt. Medical College, Thiruvananthapuram and at the Anatomy Dissection Hall. An Oration by Dr.V.K.Sreekala, competitive free paper platform presentations & E-Poster presentations along with a PMR Quiz formed part of the academic offering, whilst the Organisational aspect consisted of the General Body meeting conducted on 23rd evening. New office bearers of the Association took charge in the meeting.

This conference obtained **3 Hours of CME credit** from the Kerala State Medical Council.



24th Annual State Conference 2022 : West Bengal



Dr Dilip Khatua,
Organizing Secretary.



The West Bengal Chapter of IAPMR organized its 24th Annual State Conference on the **30th April, 2022**, with the academic session in SSKM Hospital and Gala dinner in ITC Hotel.

The Conference, themed **“Beginning of New Era in Rehab Medicine”**, was inaugurated by the President of Organizing Committee, Dr Abhishek Biswas in presence of the Hon’ble Chief Guest, Prof (Dr) Monimoy Bandyopadhyay, Director, SSKM Hospital, who also released the Souvenir for the event. It was attended by over 90 delegates, including Prof Dr S.K.Pandey (HoD, AIIMS Patna & Secretary IAPMR), Prof Dr S.L. Yadav (AIIMS New Delhi) & Prof Dr Ajay Gupta (VMMC & Safdarjang Hosp., New Delhi) . Dr Dilip Khatua, Organizing Secretary offered vote of thanks.

The Academic Session consisted of Free Papers by PGTs and Faculty lectures covering a wide aura of topics from Pulmonary Rehabilitation to Interventional Physiatry, from Medical Ethics to plantar pressure measurement. It was followed by a debate and a panel discussion, and



Physiatrists contribute on the International Women’s Day

— Dr Madhusree Sengupta, Cons. Physiatrist

On the International Women’s Day on 8 March 2022, **Dr Madhusree Sengupta** (Consultant in Neurorehabilitation —Institute of Neurosciences, Kolkata) and **Dr Nabarun Gupta** (Asst Professor, PMR at College of Medicine & Sagar Dutta Hospital) were invited by the Commissioner of Police to conduct a workshop on the “**Lifestyle interventions to prevent injury for Women Police personnel**” at the Barrackpore Police Commissionerate. An overview of the musculoskeletal system, a discussion on common problems faced by the lady police personnel and an interactive session to address these issues formed part of this workshop. It was very well received with a scope for future similar endeavours.



NAGPUR WELCOMES YOU FOR IAPMR MIDTERM CME'22



WORLD AUTISM DAY CELEBRATED BY PMR@LHMC

Dr Ritu Majumdar

Professor & Head,

Lady Hardinge Medical College & Associated Hospitals, New Delhi



The Department of Physical Medicine & Rehabilitation, Lady Hardinge Medical College & Associated Hospitals, New Delhi organized the World Autism Awareness Day on **2nd April 2022**, with active participation by autistic children with their parents. Poetry, songs & instrumental music were presented by children, and their guardians shared experiences in overcoming challenges in an interactive session with other parents.

The highlight of the programme was a **Skit** enacted by the student's & Interns of LHMC, for Autism awareness amongst the general public in the PMR OPD area. The PMR faculty actively participated as well, creating awareness regarding the early identification of Autism, the role of early intervention, providing valuable information regarding the **Rights of Persons with Disability Act 2018 (RPWD Act, 2018)**, where Autism has been included as one of the new disabilities, & providing information as to how these children can acquire government benefits like Disability certificate & School education.



IAPMR CONGRATULATES....

- Dr Sucheta Saha, &
- Dr Aayushi Choudhary,



upon being selected for the ISPRM President's Grant, for presenting their Research Papers at the 16th ISPRM World Congress, Lisbon, Portugal, July 3 - 7, 2022.

Introducing our ISPRM 2022 Grantee...

Dr Sucheta Saha,
Rehabilitation Physician in India

"I am a budding physiatrist and interested in exploring new horizons in Rehabilitation. Attending ISPRM 2022 will give me a great opportunity to present my research work in a coveted international platform. I am expecting a huge gain in knowledge which will help me in my clinical practice in future."



The President's Cabinet Grants

Introducing our ISPRM 2022 Grantee...

Dr Aayushi Choudhary,
PRM Resident in India

"Attending ISPRM 2022 will give me wider exposure and will help me actualize my dream of establishing rehabilitation as the fourth and most important pillar of medical science in India. Having the opportunity to learn from the stalwarts from all around the world, will guide me immensely in terms of knowledge, understanding the latest technology, and defining protocols. My vision is to make people achieve 100 optimal functional years of life, attending ISPRM2022 will help me to get a step closer"



The President's Cabinet Grants

& Finally....

PICTURES OF THE KASHMIR VALLEY, SUMMER 2022

(Courtesy : Dr Harshanand Popalwar)



An Appeal from the Desk of Editor :

All Members and Branch Secretaries may kindly share write-ups and photographs of their activities, achievements and upcoming events for inclusion in the IAPMR Bulletin, for benefit of all readers.

The above may kindly be sent to me via email to : drkc07pmr@gmail.com

I am also reachable via WhatsApp at **+919433062853**.

Looking forward eagerly towards your valuable contribution.

— **Dr Koustubh Chakraborty.**