



Keynote

C. Michael Gibson, M.S., M.D., FRCP, FAHA, FSCAI, FACC: The World is Flat, but the Earth is Round

One of the tenets of Friedman's "The World is Flat" is that Innovation increases as open access to information increases. Although the wisdom of the crowd literally argued that the "World is Flat" several centuries ago, a select number of "experts" demonstrated the world is in fact round. With the vast amount of medical information on the internet, how do we harness the "Wisdom of the Crowds" yet vet it through experts, and drive traffic to credible sites with the most relevant content? How can we streamline the process so that greater numbers of individuals and websites can participate in schema.org?

C. Michael Gibson, M.S., M.D. is an interventional cardiologist, cardiovascular researcher and educator at Harvard Medical School and Duke. Dr. Gibson is Founder and Chairman of the Board of WikiDoc Foundation (a 509 (a)(1) Charitable Organization). This is the world's largest medical textbook / encyclopedia. There are currently over 400,000 page views daily of over 175,000 chapters of content contributed and edited over 619,000 times by over 6,910 registered users. Dr. Gibson has personally made over 69,000 edits to WikiDoc. The site is viewed 160 million times each year. Gibson was one of the co-creators of a www.schema.org-based schema that allows webmasters and content publishers to mark up health and medical content on the web.