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Doctor Creates Neuropathology Blog—Now Read Around the World

New Technology Helps Reach Global Audience—Embracing New Technology in a Digital Age
Brian E. Moore, MD, FCAP, first heard the word “blog” (an elision for Web log) a few years ago. Soon he discovered that it was a means by which individuals could create a Web-based log about whatever might be of interest to them. Although he found it interesting, Dr. Moore, a pathologist, never imagined that he could make use of this new technology.

In 2007, he began **Neuropathology Blog** as a repository of things that he learned in the course of his daily practice. For the first month or two, Dr. Moore told no one about his new endeavor. He thought it would be a good way to catalog notes to himself about journal articles, conversations with other pathologists, or information picked up in reference textbooks.

As a teacher of the millennial generation of residents and medical students at **Southern Illinois University**, Dr. Moore found himself looking up information and sharing it via his blog. After a discussion with a neurology resident about the latest criteria for the autopsy diagnosis of Lewy body dementia, Dr. Moore went back to the original consensus article to clarify a point. He then posted what he had found out, so that the resident could learn what was discovered.

“For students and residents under the age of 35, this kind of Web-based communication is preferred as it can be accessed when most convenient and easily re-accessed when the issue comes up again in the course of practice or study,” noted Dr. Moore. “In time, thanks to Google searching, all sorts of people came across my blog. Geographical tracking on my site shows that readers have accessed my page from every continent on Earth—from as far away as India, Africa, and New Zealand. In the last several months, I have seen comments on my blog from medical students at other institutions, neuroscientists, the lay public, and other neuropathologists.”

One comment showed him the reach of his blog to its audience. An oncologist at his institution ordered a new molecular test on a high-grade glioma from one of his patients. Dr. Moore published a post on this test (the MGMT promoter hypermethylation assay) and discovered from comments by other neuropathologists that this particular assay is not standardized yet and really not ready for clinical use.

“If anyone does want this test done, I found that a fellow CAP member—Roger McLendon, MD, FCAP—is among the few neuropathologists in the country who can offer this service. For me, this was an example of transformational pathology in action: I was able to share the most up-to-date knowledge with my colleagues on my blog, in a virtual network, and receive feedback, which I was then able to communicate back to the clinician.”

“The CAP Campaign for the Transformation of the Specialty of Pathology is about pathologists embracing the new and making it our own for the benefit of our patients and clinical colleagues,” said Dr. Moore. “These are exciting times. Hats off to the College’s president, Jared N. Schwartz, MD, PhD, FCAP, and the CAP leadership for recognizing this opportunity and having the creative energy to shape the coming transformation. **Neuropathology Blog** is my own way of embracing the new communication technology to help transform the profession.”

Today, Dr. Moore’s blog is read by pathology colleagues, medical students, and patients. It’s an example of how a CAP member has embraced blog communications to help transform the profession in a digital age.