**TITLE : Neph E Club - Integrated Social Media and Offline Digital Library, Learning Model For Low and Middle Income Country Nephrology Practitioners and Post Graduates.**

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**S**ocial Media (SoMe) is used for rapid dissemination of information and learning but has its limiting factors. We initiated integrated learning model labeled "Neph E Club " in 2015. Whats app gp was information dissemination platform. Digital library content was created by downloading nephrology education material from various social media learning web sites and conference contents. Dedicated web site www.ckdregistry.com was also used to store and share content and data analysis. The group members increased to 870 which included leading nephrologists and postgraduate trainee in nephrology. 3TB library content is used as a easy reference and duplication of materials to various state groups. Members were engaged on daily basis by sharing update drawn from the digital library resources. Topics chosen based on data analysis and group request. Students and practitioners shared their contents which included case discussion and initiating data collections. Success of this model is reflected by having shared 2200 AV Lectures, 4100 journal articles and 200 case discussion. Viewership numbers on average reach from 1200 to 2500 per mo which indicated multiple sharing. ISN India in his presidential speech in 2017 recommended this model. **Conclusion**: Neph E Club - Integrated model of learning using SoMe and offline digital Nephrology Library is cost effective, widely accepted model of learning in India.

Bibliography : Completed post doctoral training from Gujarat University in 1996 and involved in nephrology practice . Director of Kidney care Trust and Mediclone biotech . Now working as a faculty Associate professor in Saveetha University and was involved in establishing transplant programme in Zambia first kidney transplant in 2018. I am the group admin and ISN India president recommended this model in his presidential address in 2018.

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