

April 2026

HEALTH CREATOR LEADERS Newsletter

IN THE SPOTLIGHT

When Health Creation Crosses the Line

A recent controversy involving a Mayo Clinic medical student with more than 360,000 TikTok followers serves as a timely reminder of the responsibility that comes with digital influence. What began as clever, educational content later drew criticism for posts featuring inappropriate jokes and crude portrayals of medical procedures, leading to disciplinary review and concern across the profession.

It is a powerful reminder that humour and health education can coexist, but that professionalism, respect for patients and ethical judgement must remain at the heart of everything we share.

WELCOME!

Welcome to Health Creator Leaders, an international community of practising health professionals shaping conversations online. We are here to champion evidence-based communication on social media, helping to improve health literacy and public health outcomes.

Success
Health
Engagement
Misinformation
Social media
Collaboration
Evidence-based
Communication



Dr Ahmed Ezzat
Senior Resident Surgeon
Founder of Health Creator Leaders

We bring together doctors, nurses and allied health professionals from across the UK, the US and the Middle East, united by a shared commitment to "Do No Harm". For us, that principle extends beyond the clinic: it means using our voices online to challenge sensationalism and misinformation that can erode trust in healthcare.

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THE LONDON LAUNCH

What Drives a Health Content Creator

Our launch event at the Frontline Club in London brought together an inspiring group of creators, each reaching audiences from 10,000 to nearly one million. With its long-standing reputation for independent journalism and open debate, it proved the ideal setting for a thoughtful conversation about why health professionals choose to create online.

Read FINN Partners' accompanying blog post on what defines a clinical voice in the age of social media, and how clinician creators are helping to shape the future of health communication online.



JOIN US

OUR NEXT LONDON EVENT IS COMING SOON AND WILL TAKE PLACE ON **MAY 8TH AT THE UNION CLUB.**

REGISTER YOUR INTEREST AT **WWW.HEALTHCREATORLEADERS.COM** TO SAVE YOUR PLACE. WE LOOK FORWARD TO WELCOMING YOU.

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