



Appropriate Use of Social Media In Medicine

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???

!!!

\$#@!

Social Media in Medicine

A Double-Edged Sword

- ▶ **Dr. AT**
- ▶ **48 Y/O emergency physician**
- ▶ **Discussed a trauma patient online**
- ▶ **Never used patient's name**
- ▶ **BUT the patient was identified within the community**
- ▶ **Outcome??**
 - \$500 fine
 - **Fired** from hospital

Social Media in Medicine

A Double-Edged Sword

▶ **Memorial Hermann Northwest Hospital (Houston)**

- Live-tweeted first open-heart surgery (February 2012)
- Placed entire procedure on www.storify.com
- Estimated **125,000,000** views in 3 months
- Live-tweeted first brain tumor surgery (May 2012)
 - Video clips on YouTube, pictures on Pinterest and Storify

Usage Statistics-2012

www.onlineMBA.com

- ▶ **Facebook** - 845 million active users
- ▶ **Twitter** - 127 million active users
- ▶ **LinkedIn** - 150 million users
- ▶ 57% of FB users have a college-level education
- ▶ 50% of LinkedIn users have a bachelor/graduate degree



Social media is not going away - it has become an integral part of everyday life in a remarkably short time because it sits at the crossroads of **humanism and technology.**

Goals & Objectives

- ▶ Identify **4 medically relevant types** of social media
- ▶ Discuss the **value** of these types in the medical setting
- ▶ Understand potential **pitfalls** with social media
- ▶ Describe **appropriate use** of social media to trainees
 - Physicians, residents, students
- ▶ Review different organization's social media **policies**

Definition and Types of Social Media

*“Introduce substantial and pervasive **changes to communication** between organizations, communities and individuals” - Wikipedia*



Collaborative Projects

Multiple individuals who work on a project (often a database or repository of information) with a stated purpose/goal



Blogs Microblogs

Individuals expressing ideas, beliefs and findings based on independently-researched facts or personal opinion



Content Communities

Repositories of media (documents, images, audio, video) which receives input from multiple individuals



Social Networking Sites

Interpersonal and business or hobby-related communication focused on strengthening inter-related links and preferences



Virtual Game Worlds

Individual and/or collaborative persistent online worlds allowing for PVE and PVP gaming



Virtual Social Worlds

Like Virtual Game Worlds with less focus on gaming and more focus on interpersonal or business-related interactions

Why Bother??

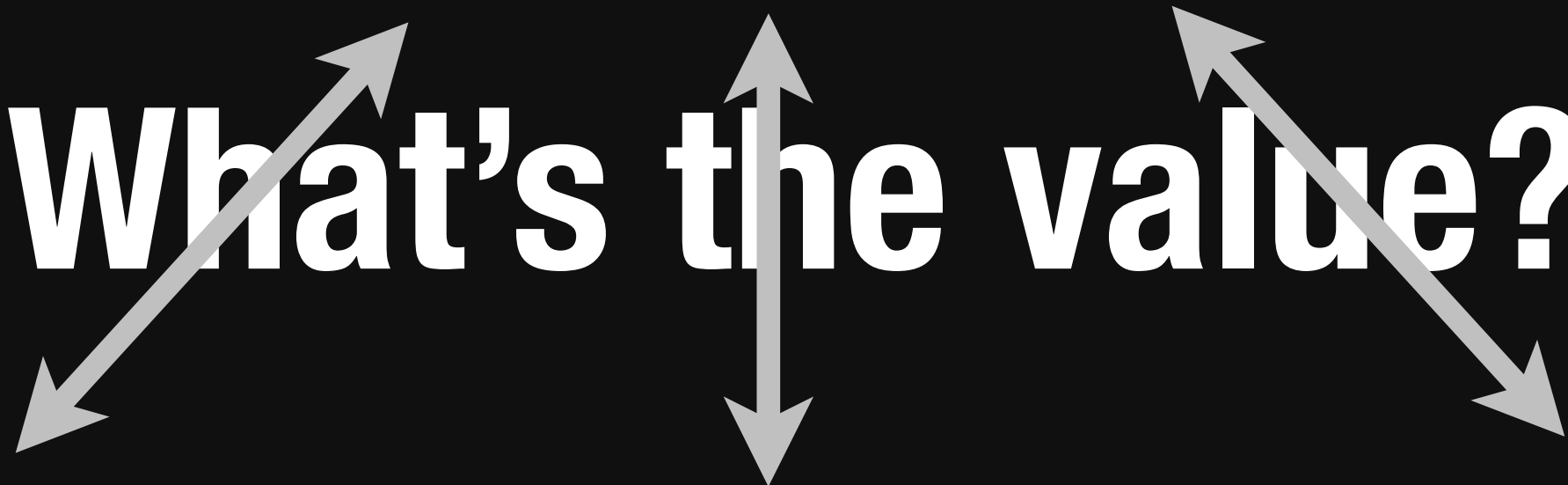
COMMUNICATION

What's the value?

Peers

Patients

Public



Social Media as **peer** network

‘Understanding the Factors that Influence the Adoption and Meaningful Use of Social Media by Physicians to Share Medical Information’ - J Med Internet Res (2012)

- ▶ **Physicians struggle to update clinical knowledge**
- ▶ **Social media can be an effective way to do this**
 - ‘Following’ important institutions or medical bloggers
 - Getting medical information from NIH/CDC/ACIP
 - Future - peer groups online and instant consultation
 - www.sermo.com
 - www.doximity.com
- ▶ **Physicians can have emotional support from peers**

Social Media to connect with patients

- ▶ **We have the ability to connect with patients in meaningful ways that don't involve 'face time'**
- ▶ **Patients can share stories with one another that may be helpful**
- ▶ **Is the 'patient portal' a doctors' version of social media?**

Social Media as a **public** connection

- ▶ **Visibility** is a critical component of successful practice
- ▶ A new (and often lower cost) alternative to traditional routes of promotion to our stakeholders
- ▶ Leveraging social media to share information to large numbers of people and avoid time-consuming repetition.
- ▶ Concept of 'public thinking'



“The medical leader of tomorrow will think out loud and trade in the currency of ideas.”

Brian Vartabedian, MD
33 Charts

The argument FOR using Social Media

‘Why your medical practice should adopt social media’

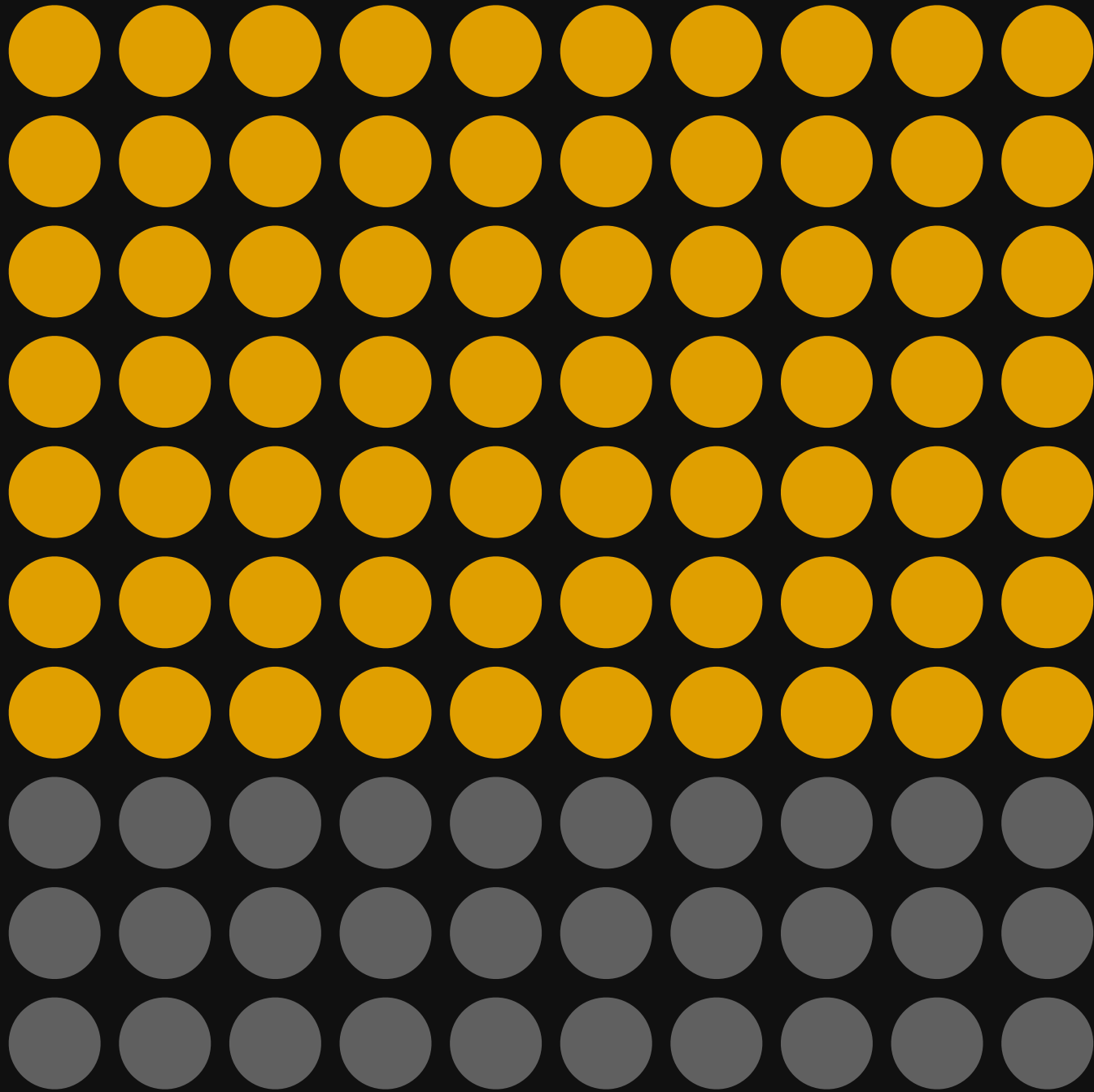
Brandon Betancourt (2011)



- ▶ It gives physicians a **voice**
- ▶ It gives physicians **reach**
- ▶ It brings **news** to you
- ▶ It can influence **search**

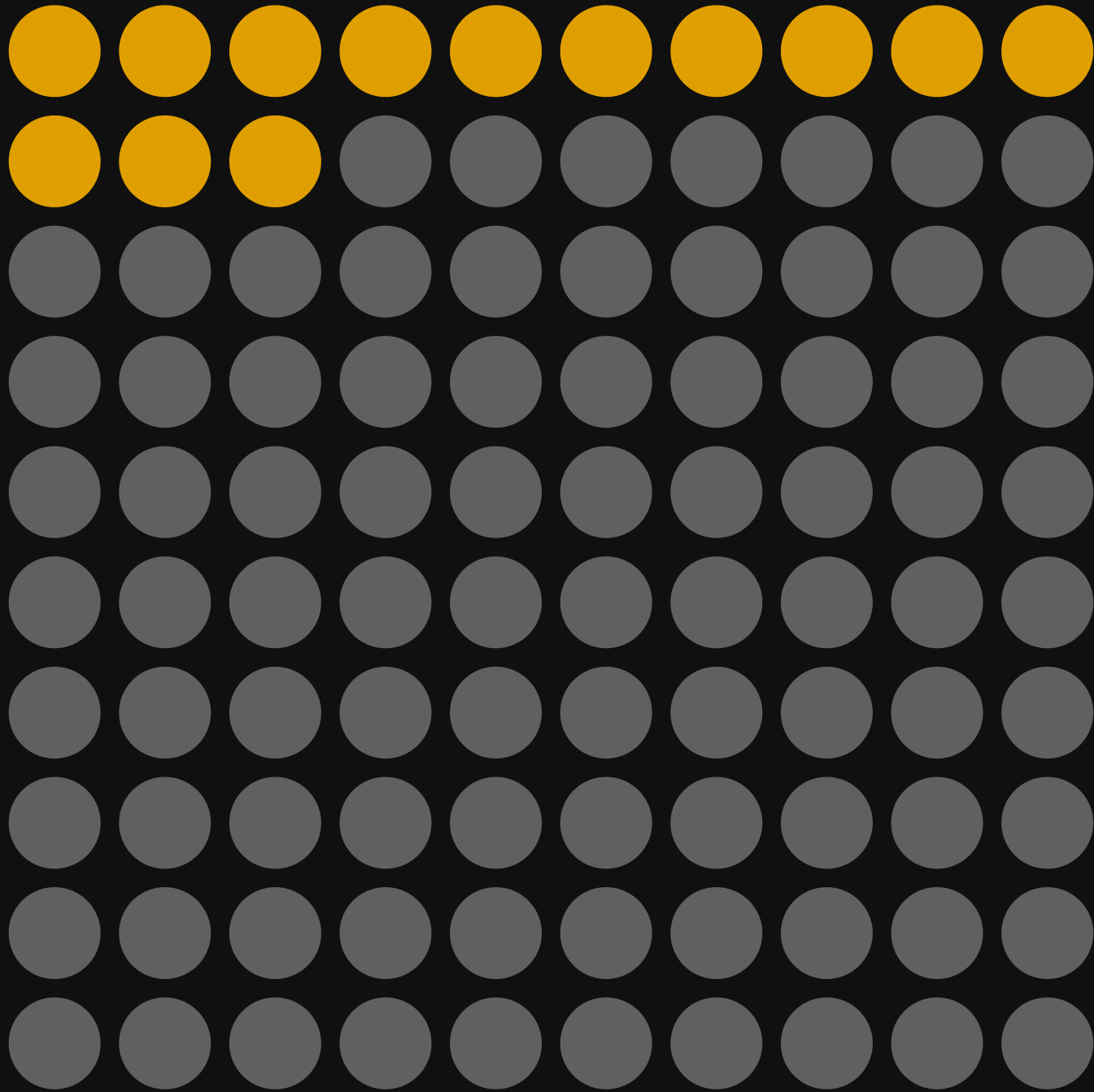
The Dark Side of Social Media





60%

Percentage of studied hospitals that reported students posting unprofessional content online



13%

Percentage of deans who
have a policy covering
student postings of online
content

Concerning Statistics

- ▶ **60% of studied medical schools report students posting unprofessional content online**
- ▶ **Only 38% of deans had policies covering student postings of content online**
- ▶ **13% reported violations of patient confidentiality**
- ▶ **30% of residents have an online facebook profile**

Big Problems

If we aren't careful

- ▶ **Discussion of patient information**
- ▶ **Loss of attorney client privilege
(The Case of Dr. Flea)**
- ▶ **Loss of employment/livelihood**

The \$50,000 Question(s)

- ▶ **How do we know if what our residents and students post is appropriate and legal?**
- ▶ **Do we have a right to evaluate this? As a PD? As an institution?**
- ▶ **Where do we draw the line?**



Answers

- ▶ We don't know - we can only trust them to make good choices and adhere to policy
- ▶ We do have a right to evaluate this as it falls under our professional guidelines
- ▶ We draw the line by ensuring we have well worded policies in place



AMA - Recommendations on Usage

Opinion 9.124 - *Professionalism in the use of Social Media*

-November, 2010

- ▶ Refrain from posting patient-identifiable information online
- ▶ Use privacy settings & monitor online profiles
- ▶ Maintain professional boundaries if interacting with patients
- ▶ Consider separating personal & professional content online
- ▶ **Monitor others and warn them if they are acting unprofessionally**
- ▶ Be aware that actions online may negatively affect perceptions and have consequences

New Information - ACP/FSMB

Online Medical Professionalism: Patient and Public Relationships: Policy Statement From the American College of Physicians and the Federation of State Medical Boards - April 2013

- ▶ **Use of media can bring significant benefit, but poses problems too**
- ▶ **Online professionalism can pose challenges because of **ambiguity****
- ▶ **Discourage interacting with current or past patients on social networking sites**

- ▶ **Use verified online resources to educate**
- ▶ **Don't vent online**
- ▶ **Keep personal and professional spheres separate online**
- ▶ **Conduct 'self-audits'**
- ▶ **Postings can have future professional impact**

Social Media Policy for SJPHS

Effective January 15, 2012

- ▶ **Defines Personal Social Media vs. SJPHS Social Media**
- ▶ **May not use SJPHS devices for former**
- ▶ **May not post names, trademarks, images or service descriptions in either**
- ▶ **No patient ID information**
- ▶ **May express personal opinions**



Strategies for discussing Social Media

How should WE discuss or use social media??

- ▶ **Ask** residents about how and if they use social media
- ▶ **Identify** what they perceive as the **value**
- ▶ Discuss **pitfalls** (use examples)
- ▶ Identify **opportunities**
- ▶ Review **policy!!**

Have you ever done the following?

Googled yourself?

Posted information about your workplace (patients/people)?

Added a coworker/patient as a friend?

Made a public comment online that could be considered offensive?

Posted photos or videos that you wouldn't want others you work with to see?

Checked your privacy settings?

Have your residents?

☆ **Gupta, Arun Kumar** <[REDACTED]>

April 15, 2013 11:58 PM

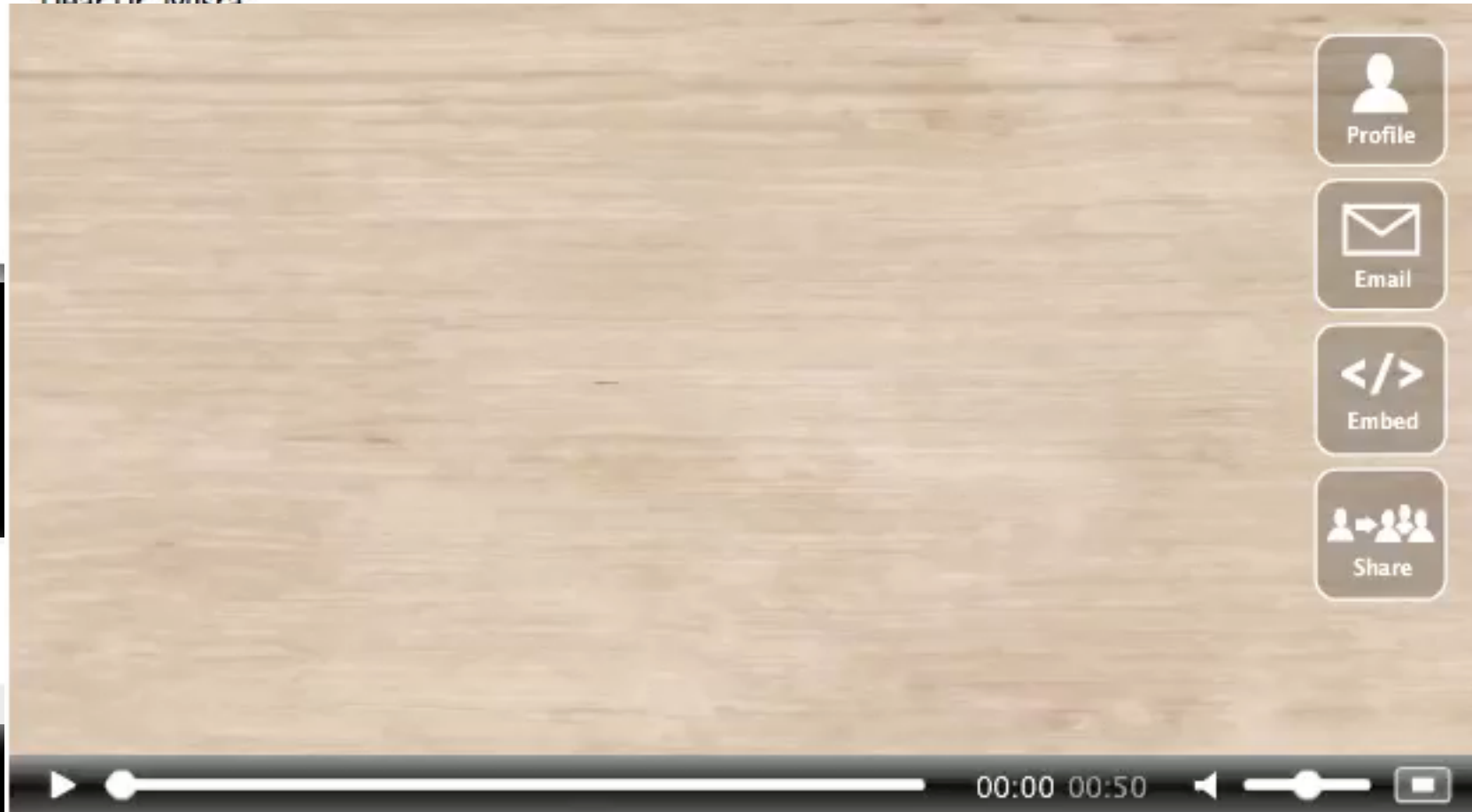
To: Saroj Misra

(No Subject)

[Inbox - iCloud](#)



Dear Dr. Misra



A Quick Quiz

How well do you know your institution?

- ▶ **Does your hospital have a facebook page?**
- ▶ **Does your hospital have a Twitter feed?**
- ▶ **Does your hospital have a Wikipedia page**

**What do YOU think
about using social media?**

Summary

- ▶ Social media is here - **it isn't going away**
- ▶ It can be **a good tool** for you, your practice and residency
- ▶ It can lead to **VB**T (Very Bad Things™) when used poorly
- ▶ To prevent inappropriate use
 - Discuss using it/involve residents in **monitoring** it
 - Review **policy** with residents
 - **THINK** before you **POST!!!**

8 **Tips** for Keeping Safe and Avoiding HIPAA Violations

- ▶ Establish personal & professional **accounts**
- ▶ Set **privacy** settings
- ▶ Consider **physician-only** social websites
- ▶ **THINK** before you **POST**
- ▶ Talk about **conditions**, NOT patients (even generally)
- ▶ Don't be **anonymous**
- ▶ Check your social **tone**
- ▶ **'If you wouldn't say it in an elevator, don't put it online'**



A new twist on old rules

CNN - Meet The Rules of the Internet

Todd Leopold - February 2013

Anything can be
made better
by adding
CATS.
...or babies.

Thank You For Listening

References

Available upon request electronically

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