

ACFAS 2023
SCIENTIFIC CONFERENCE

STEP IT UP

LOS ANGELES
FEBRUARY 9-12

Pay No Attention to that Man Behind the Curtain: Social Media Do's and Don'ts

Ross Taubman, DPM, FACFAS

Roya Mirmiran, DPM, FACFAS, Moderator

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Presenter Disclosures

Roya Mirmiran, DPM, FACFAS
Consultant: PICA
Committee Member: PICA, ABFAS, ACFAS
Division Vice President: Sutter Medical Group Medical and Surgical Specialties

Ross Taubman, DPM, FACFAS
President and CMO: PICA
Shareholder ProAssurance (PRA:NYSE)

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Objectives

- Understand the Pitfalls of Posting on Social Media for Today's Foot and Ankle Surgeon
- Understand how HIPAA Applies to Social Media

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Pushing the Boundaries

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Don't Let Patients Record Encounters

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Your Patients are not Your "Friends"



"I don't know which doctor to choose. One has more friends on Facebook, but the other one just retweeted my message."

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Don't Post Specific Medical Advice



Anything You Post Can, and May, Be Used Against You

Medical Malpractice Risk and Liability Associated with the Rise of Technology in Health Care

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Don't Post Unprofessional Behavior



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Don't Post Unprofessional Statements



Co-Trainee
August 13th at 9:13am

Ugh, my senior resident is the %\$#@ing worst! She keeps interrupting me on rounds and she has no idea what she is doing!!

Like · Comment · Share

4 people like this

Friend Hang in there. I'm sure you're doing a great job!!
17 minutes ago · Like · 42

Co-Trainee Thanks! I'm not worried about me... I just hope we make it through the month without her harming any patients...
9 minutes ago · Like

Write a comment...

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Do Reveal Conflicts of Interest



Ethical

Legal

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Do Separate Your Personal and Professional Lives



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Don't Violate Your Employers' Social Media Policy

- All UTHealth students and employees must follow HOOP 219: Use of Social Media.
- All students and patients featured in university-sponsored social media must fill out university media consent forms. A notice of photography must be posted at any event or gathering where photography or video recording will take place.

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Be Careful with Patient Testimonials



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Responding to Patient Comments Online




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Do Protect Patient Privacy



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Discussion/Questions

- Ross Taubman, DPM, FACFAS
 - rosstaubman@proassurance.com
 - 301-404-1241 Cell
 - 615-984-2005 Office
- Roya Mirmiran, DPM, FACFAS
 - Roya.Mirmiran@aol.com
 - 505-977-5674

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