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SCIENTIFIC CONFERENCE


STEP IT UP

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

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Presenter Disclosures

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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



"According to your HIPAA release form I can't share anything with you."

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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

Electronic Communication: The use of electronic communication in health care is a double-edged sword. While it can improve patient care, it also increases the risk of malpractice. Electronic communication can be used to document patient care, but it can also be used to document patient complaints. If a patient complains about a doctor's care, the doctor's response can be used as evidence in a malpractice lawsuit. Therefore, doctors should be careful when using electronic communication to document patient care. They should avoid using electronic communication to document patient complaints, and they should avoid using electronic communication to document patient care in a way that could be used as evidence in a malpractice lawsuit.

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Don't Post Unprofessional Behavior



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Don't Post Unprofessional Statements



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Do Reveal Conflicts of Interest



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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

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