Conflicts

- We have no conflicts to disclose
Objectives

- Gain a deeper understanding of some of the common professionalism pitfalls inherent in social media use
- Be familiar with the published guidelines for physician social media use
- Be aware of the new LSUHSC Department of Pediatrics Residency Program’s Social Media Policy
- Understand how to use social media to be an effective advocate
Why is social media important?

**Pros**
- Great opportunity to improve patient outcomes

**Cons**
- Challenges to profession
Scope of the Problem
Unprofessional On-line Posts

Medical Students
- 60% of US medical schools reported incidents of students posting unprofessional content
  - Use of profanity
  - Depiction of intoxication
  - Sexually suggestive material
  - Violations of patient confidentiality

Medical Students and Residents
- Reviewed 1000 accounts
- Found 12 instances of patient violations
- 11: medical students
- 1: resident
- All involved in medical missions

Residents and Faculty
- 31%: work related postings
- 14%: patient specific
- Several violated privacy or demonstrated unprofessional conduct
Unprofessional Tweets

- 260 self-identified physicians with > 500 followers
- 5156 Tweets evaluated over a 1-month period
- 199 (4%) potentially unprofessional
  - Patient privacy violations
  - Profanity
  - Sexual explicit material
  - Discriminatory language
  - Conflicts of interest

Prevalence of Online Professionalism Violations Reported to State Medical Boards (N = 48)

How to use your clicker
Group Demographics

☐ Do you have a social media account?
   A. Yes
   B. No

Of note: 92% of pediatric residents have a Facebook account
Group Demographics

- Which social media outlet do you use most?
  A. Facebook
  B. Twitter
  C. LinkedIn
  D. Pinterest
  E. Other
Group Demographics

☐ How often do you log in to social media?
   A. More than once a day
   B. Once a day
   C. Once a week
   D. Once a month or fewer
   E. Never
Group Demographics

- How often do you use Facebook?
  - A. Daily
  - B. A few times a week
  - C. A few times a month
  - D. Rarely
  - E. Never
FACEBOOK

- 1.2 billion monthly unique users
- 757 million daily log ins
- Create a personal profile, add other users as friends, exchange messages
- Join common interest groups
TWITTER

- 310 million monthly unique users
- Centered around microblogging and a 140-character text limit
- Popular choice for users who own smartphones and tablet computers
Now it’s your turn to decide…

The following cases are posts by ImaBabyMD, a hypothetical physician posting on her personal Facebook page.
Special announcement: Parents, the "swine" flu is not a special deadly type of flu...nor can you get it from pigs. Your kids will not instantly die because they have flu-like symptoms...

3 days ago  Like  ·  Comment

ER 4Life likes this.

Ima BabyMD Please educate yourself before acting like a idiot and bringing your kids to the ER because they have a sniffl. I swear Medicaid patients use the ER like a primary care clinic!

6 hours ago  Like

Add a comment...
Vignette 1

☐ How appropriate is this post?
  A. Very Inappropriate
  B. Inappropriate
  C. Neutral
  D. Appropriate
  E. Very Appropriate
Resident Responses

How appropriate?

- Very Inappropriate: 45%
- Inappropriate: 35%
- Neutral: 10%
- Appropriate: 5%
- Very Appropriate: 0%
### Resident Responses

<table>
<thead>
<tr>
<th>How frequently have you seen similar posts?</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequently</td>
<td>13%</td>
</tr>
<tr>
<td>Sometimes</td>
<td>36%</td>
</tr>
<tr>
<td>Rarely</td>
<td>28%</td>
</tr>
<tr>
<td>Never</td>
<td>18%</td>
</tr>
<tr>
<td>N/A I have never used Facebook</td>
<td>5%</td>
</tr>
</tbody>
</table>
Ima BabyMD
Happy Hour! Cheers!

After a long day...

2 months ago  Like  ·  Comment

👍 OnCall Again likes this.
Vignette 2

- **How appropriate is this post?**
  - A. Very Inappropriate
  - B. Inappropriate
  - C. Neutral
  - D. Appropriate
  - E. Very Appropriate
Resident Responses

How appropriate?
## Resident Responses

<table>
<thead>
<tr>
<th>How frequently have you seen similar posts?</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequently</td>
<td>32%</td>
</tr>
<tr>
<td>Sometimes</td>
<td>41%</td>
</tr>
<tr>
<td>Rarely</td>
<td>15%</td>
</tr>
<tr>
<td>Never</td>
<td>7%</td>
</tr>
<tr>
<td>N/A I have never used Facebook</td>
<td>5%</td>
</tr>
</tbody>
</table>
Magnificent Mom is now friends with Ima Baby MD.

Magnificent Mom
Thanks for accepting my friend request doc! I’m sure we will see you around the hospital when Timmy comes in for his chemo.
Vignette 3

How appropriate is this post?

A. Very Inappropriate
B. Inappropriate
C. Neutral
D. Appropriate
E. Very Appropriate
Resident Responses

How appropriate?
## Resident Responses

<table>
<thead>
<tr>
<th>How often have you seen this occur?</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Often</td>
<td>6%</td>
</tr>
<tr>
<td>Sometimes</td>
<td>20%</td>
</tr>
<tr>
<td>Rarely</td>
<td>31%</td>
</tr>
<tr>
<td>Never</td>
<td>38%</td>
</tr>
<tr>
<td>N/A I have never used Facebook</td>
<td>5%</td>
</tr>
</tbody>
</table>
THE GUIDELINES:
Model Guidelines

- American Medical Association Council on Ethical and Judicial Affairs - 2011
- Federation of State Medical Boards (FSMB) - 2012
- American College of Physicians and FSMB - 2013
Privacy/Confidentiality

- Patient privacy and confidentiality must be protected at all times
  - Should not disclose information about patients or patient related events
  - Removal of an individual’s name does not constitute proper de-identification
STATE OF RHODE ISLAND
DEPARTMENT OF HEALTH
BOARD OF MEDICAL LICENSURE AND
DISCIPLINE

IN THE MATTER OF [Redacted], MD
License No. MD10960

No. C10-156

CONSENT ORDER

The Board of Medical Licensure and Discipline (hereinafter referred to as the “Board”) received notice from the Respondent that she used Facebook, a form of social media, in a manner that inadvertently violated confidentiality. This matter was referred to an investigating committee of the Board. The findings of fact and conclusions of law are set forth below.

FINDINGS OF FACTS AND CONCLUSIONS OF LAW

1. The Respondent is a 48 year old Emergency Medicine Physician who previously had privileges to practice medicine at the Westerly Hospital. The respondent is a graduate of Vanderbilt University School of Medicine and she has held a license to practice medicine in Rhode Island since 2002.

This physician was sanctioned by her state medical board for a Facebook post and fired from her job.
Interacting with Patients

- Maintaining appropriate boundaries as they would in any other context
- Physicians are discouraged from interacting with current or past patients on personal social networking sites
  - Caution with “friendering” patients
Posting Content

- Be aware that any posts/pictures/comments can be taken out of context and misinterpreted
- May negatively affect reputation
- Can undermine public trust
- May have consequences for their medical careers
OB-GYN, In Hot Water After Posting Comment About Patient On Facebook (PHOTO)

Posted: 02/06/2013 6:09 pm EST | Updated: 02/07/2013 11:15 am EST

Some want Mercy Hospital doctor fired because of Facebook post

Some people are calling for a doctor at Mercy Hospital to be fired after claiming she violated a patient's confidentiality on Facebook.
January 28 at 6:19pm via mobile

So I have a patient who has chosen to either no-show or be late (sometimes hours) for all of her prenatal visits, ultrasounds, and NSTs. She is now 3 hours late for her induction. May I show up late to her delivery?

Lisa Wolfe: I'm surprise u see a patient that late. I came 30 min to my Gyne once and they made me reschedule, even though I once waited 2 hrs to be seen by this dr.

January 28 at 6:23pm via mobile

Mike Lasser: If it's elective, it'd be canceled!

January 28 at 6:33pm

Pat Kramer: I agree with Dr. Lasser. Cancel the induction.

January 28 at 6:40pm

[Redacted] Here is the explanation why I have put up with it/ not cancelled induction: prior stillbirth.

January 28 at 6:41pm via mobile

Pat Kramer: I thought of that after I hit send. I do not understand some people. I try to be at least minutes and bring a book, magazine and Kindle so the time waiting does not seem so long.

January 28 at 6:44pm
**Inter-professional Relationships**

*Friending of residents/students/other members of the healthcare team*

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Pitfalls</th>
<th>Safeguards</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Ongoing mentoring</td>
<td>• Blurred professional and personal boundaries</td>
<td>• Traditional boundaries should apply</td>
</tr>
<tr>
<td>• Career advice</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Research</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Professionalism

- Separate personal and professional social networking sites
  - Use privacy settings
  - Realize that these are not absolute
- Report any unprofessional behavior
- Always adhere to the same principles of professionalism online as off line
 Isn’t social media just for young physicians?

<table>
<thead>
<tr>
<th>Activity</th>
<th>30s, n=175</th>
<th>40s, n=170</th>
<th>50s, n=185</th>
<th>60s, n=90</th>
</tr>
</thead>
<tbody>
<tr>
<td>Get News**</td>
<td>94</td>
<td>95</td>
<td>85</td>
<td>87</td>
</tr>
<tr>
<td>Earn CME**</td>
<td>74</td>
<td>76</td>
<td>68</td>
<td>55</td>
</tr>
<tr>
<td>Watch videos (YouTube)**</td>
<td>74</td>
<td>76</td>
<td>68</td>
<td>58</td>
</tr>
<tr>
<td>Read Blogs or Journals*</td>
<td>44</td>
<td>33</td>
<td>31</td>
<td>34</td>
</tr>
<tr>
<td>Download Podcasts</td>
<td>29</td>
<td>30</td>
<td>30</td>
<td>29</td>
</tr>
<tr>
<td>Use Social Network (Facebook)**</td>
<td>63</td>
<td>36</td>
<td>26</td>
<td>16</td>
</tr>
<tr>
<td>Use Physician-Only Social Network</td>
<td>19</td>
<td>18</td>
<td>19</td>
<td>14</td>
</tr>
<tr>
<td>Create Blog or Journal</td>
<td>15</td>
<td>10</td>
<td>11</td>
<td>6</td>
</tr>
<tr>
<td>Use Twitter</td>
<td>13</td>
<td>9</td>
<td>9</td>
<td>4</td>
</tr>
</tbody>
</table>

Source: AAP Dept of Research 2009 study presented at PAS 2010
Good Uses

- **Social Media uses:**
  - Connect with friends and family
  - Connect with groups that have shared interests
  - Find out information
Good Uses

Motivations for using social networking sites

Based on adults who use social networking sites such as Facebook, MySpace, LinkedIn and/or Twitter

Source: The Pew Research Center's Internet & American Life Project, April 26 – May 22, 2011 Spring Tracking Survey; n=2,277 adults ages 18 and older, including 755 cell phone interviews. Interviews were conducted in English and Spanish. Margin of error is +/-3 percentage points for SNS users (n=1,015)
Using SM to promote your cause

As we wrap up National Infant Immunization Week, I want to acknowledge the many providers who continue to help parents understand the importance of childhood immunizations. While we may be fortunate to have a rewarding doctor/patient relationship with a provider in our local community, today’s technology allows us the unique opportunity to gain access to experts all over the country.
Be an advocate on social media!

- Social media can be a great (and quick!) way to advocate for children, families, and pediatricians.
- Reach more people, in more places, faster!

- For this talk, we will use twitter to show you how you can be an advocate but you can use ANY social media platform.
Ways to be an advocate

- Invite people to events
- Alert followers to what you are doing

Rachel Dawkins
@rachelina_1

If you're at #PAS2014 come to our workshop on social media and professionalism! East 19

Julie Gallois and Bonnie Desselle
Ways to be an advocate

- Educate the public (or at least your followers)
- Tweet about things you learn in lectures or meetings

Rachel Dawkins
@rachelina_1

Awesome discussion about children & media by @davhill at #AAPALF Lots to think about in terms of talking to #parents & #kids about #media

3/13/14, 6:31 PM

2 RETWEETS 2 FAVORITES

Elizabeth Meade
@SeattlePeds

Take the Red Bull away from kids - 11% of energy drink-related ED visits leads to hospitalization
sbne.ws/r/o7xp
Ways to be an advocate

- “Converse” with politicians

Rachel Dawkins @rachelina_1  8/9/13
Good being at @RepRichmond 's office today talking about healthcare for children. Thanks! #putkids1st #AAPDists4and7 @MyLAAAP

Rachel Dawkins @rachelina_1  10/3/13
had a mom of a 2 mo old call today & ask how to get her baby to eat less bc of changes to WIC due to govt shutdown #shameoncongress #sosad

Rachel Dawkins @rachelina_1  9/30/13
Why have the street lights been out on Claiborne for at least the past few days? #notsafe #canwefixthis @MitchLandrieu
Ready to try it?

- How do I start an account?
  - Twitter.com or download the app

- Will it zap up all my free time?
  - Like Facebook, you can visit it when you have a spare minute (sitting in a lecture like this, standing in line, etc)
The Twitter Lingo

- **Follow**: analogous to a “friend” on Facebook
- **Hashtag**: marks an event or topic (ex: #AAPNCE12, #meded, etc)
- **Tweeps**: twitter people
- **Tweet**: noun or verb referring to the messages posted (<140 characters)
Who should I follow?

- Some suggestions:
  - @ameracadpeds
  - @MyLAAAP
  - @SC_AAP
  - @cdcgov
  - @letsmove
  - @DrNancyNBCNews
  - @LSUHSCHealth
Unconvinced about using social media?

Consider this-

1/3 health consumers use social media sites to:

- research health information
- track and share symptoms
- vocalize how they feel about their doctors, drugs, treatment plans, insurance and medical devices.

Many say their choice of a specific doctor, hospital or medical treatment is influenced by social media.
Conclusions

- Need for education and further discussion
- Keep updating policies as social media use evolves
- Develop a strategy for your personal and professional use of SM