

Ethical Issues in Public Health: Social Media

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Faculty

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What is Social Media?

- “A group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content”
- Electronic **communication** through which users create online communities to share information, ideas, personal messages, and other content

Major Social Media Sites and Uses

- Facebook: “I at a taco” (social networking)
- Youtube: “Look at this taco!” (video)
- Twitter: “I need lunch” (microblog)
- LinkedIn: “I am a taco expert” (business networking)
- Foursquare: “This is where I ate” (location)
- ...Fluid and constantly changing based on new technology, websites, etc. Significant age preferences...all have mobile apps

How often Do You Use Social Media?

1. Hourly
2. Daily
3. Weekly
4. Monthly
5. Seldom or never

Your Friend / Kid under 25

1. Hourly
2. Daily
3. Weekly
4. Monthly
5. Seldom or never

Personal vs Professional

- Health care workers use social media for personal reasons at the same rate as general public (Pew)

Are You an Active User of

1. A Blog
2. Facebook
3. Linked-In
4. Twitter
5. YouTube
6. Other
7. None

Major Social Media Sites #s

-  Facebook: 1.32B+ monthly users
-  YouTube: 1B+ monthly users
-  Twitter: 645M+ active users
-  LinkedIn: 313M+ users
-  Google+: 540M+ monthly users
-  Pinterest: 70M active users

Email / Phone / Text

- Are you using email to schedule / confirm?
- Electronic labs available? Emails or texts to enroll?
- Appointment reminders using phones / text?
- Calls or texts between patient visits?
- Share social media with patients? Families?

Decision-Making

- “We need to be as professional on the Web as we are face-to-face with a patient, and we always need to be aware of HIPAA rules. When you use any form of social media, ask yourself before you hit the send button: if I were in a crowded hospital elevator and I said aloud what I just wrote for a social media network, would that be OK? If the answer no, don’t post it!”
- Kevin Pho

Decision-Making

- What if you were overheard by...
 - Your boss
 - Other patients
 - Your mom
 - Health department lawyers

Privacy Settings Issues

- Facebook - Set privacy levels, if you know how
- YouTube - Set some privacy, usually open, allow or block comments
- Twitter - Set privacy, lock tweets for friends only, block people
- Google+ - Put people in circles, set privacy within circles

The Anatomy of a Tweet

- "#“ Hashtag. Group posts by topic or type – words or phrases prefixed with a "#" sign. #obesity #Medicine #healthcare #HCSM #Health20 #meded #mHealth
- "@" sign followed by a username is used for mentioning or replying to other users @MD_chat @HarvardHealth

The Anatomy of a Tweet

- “Retweet“ To repost a message from another Twitter user, and share it with one's own followers, the retweet function is symbolized by "RT" in the message
- URL shortener – bit.ly tinyurl.com bit.ly/JQKt9L
- Tweet Chats: scheduled chats about a subject

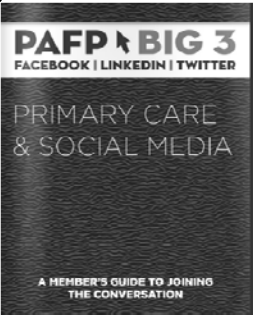
Does Your Health Department Participate In Social Media?

A. Yes
 B. No
 C. Do not know

Physician’s Guide to Using FB, Twitter, LinkedIn

- Pennsylvania Academy of Family Physicians
- Guide to Social Media
- Advanced Guide now available Includes setting up a Blog at Wordpress.com

<http://bit.ly/1yDwkiv>



Medical Student’s Use of SM

Class of 2018 incoming survey:

- 86% have a active account at Facebook, Twitter or LinkedIn
- 96% upload images to Flickr or Facebook
- 78% upload videos to YouTube
- 65% contribute to a wiki or blog
- 97% Uses Skype or FaceTime to do video/voice communications

How have you handled a request from a patient inviting you to be their Facebook 'friend'?"

- A. Accept
- B. Decline / Decline until patient is discharged
- C. Ignore the request
- D. Other

Patient Medical Use of SM

- SM is the new word-of-mouth for picking a doctor
- Find a local doctor, read and write reviews of doctors
- Find health information
- Find support groups for chronic disease and other health issues

Are Your Patients Using Social Media?

- A. Many
- B. Few
- C. None
- D. Do not know

Patient Preferences

- Which social media?
- Researching health topics?
- Receiving reminders?
- Health department success stories?

Social Media and Informal Support Groups

- Chronic Disease support groups
 - Awareness, support, education
 - Community of bloggers
- Lifestyle and health maintenance support
 - Diet plans, track exercise ...
- Caregiver social support groups
 - Caregivers for elderly, family members with chronic disease

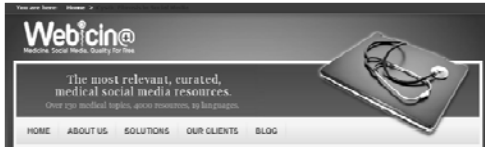
Peer-to-Peer Healthcare

- One in four internet users living with high blood pressure, diabetes, heart conditions, lung conditions, cancer, or some other chronic ailment (23%) say they have gone online to find others with similar health concerns
- By contrast, 15% of internet users who report no chronic conditions have sought such help online

Fox, Suzannah. Peer-to-peer Healthcare. Pew Internet Survey Results. <http://pewinternet.org/Reports/2011/P2PHHealthcare.aspx>

How to Find Communities

- Google a condition and “community”, “Blog” etc.
- Go to a major social media site and search on a disease / condition
- Use a site that curates healthcare social networking sites like www.webicina.com by specialty and condition



Health Information Online

- 80% of internet users gather health information online (Pew)
- Educate patients to find good information online
- List reliable sites on your clinic web site
- Social media provides physicians opportunities to contribute to good information online

Health Information Online

- In your Twitter posts, FB page, or Blog
- Recommend sites, good articles, good blogs on topics you see often or questions you answer often

As A Patient, Have You Used Social Media To Address A Health Question?

- A. Yes
- B. No

Your Online Reputation

- Multiple sites contain physician demographics, certifications, credentials, actions...
- Allow patient reviews
 - Physician experience
 - Ease of scheduling appointment
 - Wait times
 - Staff friendliness
 - Would they recommend to friend

Healthgrades.com
 AngiesList.com
 Google Plus Local (maps)
 Vitals.com
 Zocdoc.com
 ...and many more

Patients Share Experiences

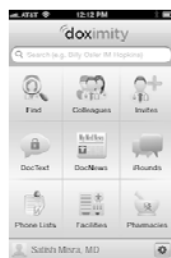
- Patient reviews mostly positive.....
- Encourage your good patients to post review
- “You have no control over what other people say about you, but you have total control of the content you create about yourself and your practice” Kevin Pho

Physician Use of SM

- Market practice and recruit patients
- Identifying services patients desire
- Connect with other doctors
- Connect with patients
- Keep up to date with health news, technology's impact on health and the delivery of healthcare
- Recruit research subjects

Connecting with other Doctors

http://www.youtube.com/watch?v=xL85FImbl_4



- doximity.com The Private Network for Physicians
 - Med Students
 - Convenient and HIPAA - compliant
 - Free for doctors on iPhone, Android and web
- Alumni groups
 - Secure patient information, eFaxing, messaging, consults, recruiting

Connecting with Patients

- Consider a high quality, professional Website [think SEO]
- Use Facebook account for clinic linked to Website
 - Remind patients of Great American Smokeout, flu shots
 - Cosmetics post success stories from patients

Connecting with Patients

- TwitterDoctors.net – doctors who Tweet
 - Share articles, sites, news
 - Tweet while attending conferences
 - Tweet when running late

Incentives

- Patient satisfaction increases
- Support meaningful use efforts: Stage 2
 - Communicating health information to patients, electronic copy of health information upon request
 - View and download relevant information via web-based portal within 36 hrs – use mobile apps?

Incentives

- Integral aspect of the Patient-Centered Medical Home (PCMH) model
- Standards will need to be developed to do this securely

Strategies for Putting SM into Practice

- Set up Google Alerts for your name
 - <http://www.google.com/alerts>
- Define your goals
 - Manage online reputation, increase patient load, improve office efficiency, engage patients...

Strategies for Putting SM into Practice

- Establish guidelines
- Determine time commitment
- Define your role, role of staff members
- Determine your message
- Pick a core site for presence
- Hire a communications professional (reputation.com)

What would be your Goal of using Social Media Professionally?

- A. Market Practice
- B. Improve patient satisfaction and outcomes
- C. Influence health policy *Pick your top 3
- D. Protect reputation top 3
- E. Mentor students / residents
- F. Promote healthy lifestyle
- G. Other

Does Your Practice / Clinic have a Social Media Policy?

- A. Yes
- B. No
- C. Do not know

Guidelines on Social Media Use

- Federation of State Medical Boards – Guidelines for Appropriate Use of Social Media... (April 2012)
 - Connecting with patients - Do Not...interact with current or past patients on personal social media. Professional only

<http://www.fsmb.org/Media/Default/PDF/FSMB/Advocacy/pub-social-media-guidelines.pdf>

Guidelines on Social Media Use

- Connecting with other physicians – secure, HIPAA compliant sites like Doximity.com
- Privacy / confidentiality – HIPAA – written authorization from patients
- Disclosure – reveal any conflicts of interest
- Content
- Professionalism...

Resources

- Mayo Clinic Center for Social Media
 - <http://socialmedia.mayoclinic.org/>
 - Curriculum on Social Media - SMUG
<http://social-media-university-global.org/>
- AMA Policy: Professionalism in use of Social Media
 - <http://www.ama-assn.org/ama/pub/physician-resources/medical-ethics/code-medical-ethics/opinion9124.page>

Resources

- CDC Health Communicator's Toolkit
 - <http://1.usa.gov/amOmMI>
- Establishing, Managing, and Protecting Your Online Reputation: A Social Media Guide for Physicians and Medical Practices. By Kevin Pho M.D., Susan Gay. Greenbranch Publishing. 2012.
<http://www.kevinmd.com/blog/reputation>

In Summary

- **Critical message: Rules of offline behavior apply to online behavior where there is much wider audience**
- **Errors will occur: Develop a social media policy - provide orientation and training.**
 - View mistakes as learning opportunities

In Summary

- **There is great power in the conversation**
 - Know the risks and behave accordingly
 - Do not be so risk averse that you do not participate

Dr. Farris Timimi, Medical Director of the Mayo Clinic Center for Social Media
<http://socialmedia.mayoclinic.org/2012/04/05/a-twelve-word-social-media-policy/>

Thanks

- Wise Woman
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- CDC
- Mayo Clinic
- Mom and Dad

www.jimsacco.com