THE GOOD, THE BAD AND THE NOT SO UGLY:
Social Media in Healthcare

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“How to do what you love.”
- By Paul Graham (2006)

Sirens

“…Prestige is especially dangerous to the ambitious. If you want to make ambitious people waste their time on errands, the way to do it is to bait the hook with prestige. That's the recipe for getting people to give talks, write forewords, serve on committees, be department heads, and so on. It might be a good rule simply to avoid any prestigious task. If it didn't suck, they wouldn't have had to make it prestigious.”
TODAY’S AGENDA...

1. Why social media matters
2. Characteristics that create issues
3. Cases
4. Other issues to consider
5. Policy provisions
Our benefit package is we don’t block Facebook.
500 million users

1 billion unique visits/mos

1.06 billion active users/mos
more than 50% of us use social media to research healthcare
SOCIAL MEDIA EXPLAINED

TWITTER I'M EATING A #DONUT

FACEBOOK I LIKE DONUTS

FOURSQUARE THIS IS WHERE I EAT DONUTS

INSTAGRAM HERE'S A VINTAGE PHOTO OF MY DONUT

YOUTUBE HERE I AM EATING A DONUT

LINKEDIN MY SKILLS INCLUDE DONUT EATING

PINTEREST HERE'S A DONUT RECIPE

LAST FM NOW LISTENING TO "DONUTS"

G+ I'M A GOOGLE EMPLOYEE WHO EATS DONUTS.
“140 HEALTH CARE USES FOR TWITTER” - By Phil Baumann (2010)

Tissue recruitment (for kidney and other organs, including blood)
Epidemiological survey
Disaster alerting and response
Emergency response team management
Supportive care for patients and family members
Diabetes management (blood glucose tracking)
Maintaining a personal health diary
Adverse event reporting in the clinical setting and other
pharmacovigilance functions
 Emitting critical laboratory values to nurses and physicians
Alarming silent codes (psychiatric emergencies, security incidents)
Drug safety alerts from the FDA
Risk management communication
Augmenting telemedicine
Issuing Amber alerts
Issuing alerts for missing nursing home residents
Exercise management and encouragement
Weight management and support
Biomedical device data capture and reporting
Nutritional diary and tracking
Coordinating preoperative, perioperative and postoperative care
(among pharmacy, nursing and surgical services)
Medical service collaboration in the clinical setting
Triage management in emergency rooms
Census management/monitoring
Arranging outpatient care
Crowdsourcing for health care resources
Shift-bidding for nurses and other health care professionals
Mood tracking (for patients with bipolar and other mood disorders)
Patient care
reminders in the clinical setting
Prescription management, including pharmacy refill reminders
Daily health tips from authoritative sources
Location awareness during crisis
Occupational safety response
Hazardous materials communication
“Quick and dirty” diagnostic brainstorming between physicians
(e.g., “symptom clustering”)
Clinical case education for (residents following attendings)
Physician opinion-sharing
Promoting Domestic Violence awareness
Raising Child Abuse awareness
Following ad-hoc conferences on eHealth like HealthCampPhila
Tracking toxic diseases
Tracking HIV news
Issuing/exchanging dietary tips
Tweeting what you eat
Comparing nursing home performance
Coordinating clinical instruction
Communicating with nursing supervisors
Public safety announcements
Tracking FDA guideline updates

USMLE preparation for medical licensing
NCLEX for preparation for nursing licensing
Recruitment of health care staff
Alcohol and other substance abuse support
Issuing doctor’s orders
Environmental alerts: pollen counts, pollution levels, heat waves,
severe weather alerts
Remote wound care assistance
Rural area health care communication
Mood tracking (for patients with bipolar and other mood disorders)
Internal facility customer service (a hospital equivalent of
@Comcastcares - c’mom hospitals!)
Publishing health-related news
Psychiatric “check-ins” for patients
Nursing mentoring and collaboration
Publishing disease-specific tips
Childcare support
Fund raising for hospitals and health-related causes
Upgrading patient family members during procedures
Live-tweeting surgical procedures for education
Rare diseases tracking and resource connection
Reporting hospital staff injuries
Tracking patient trends
Tracking disease-specific trends
Checking hospital ratings with other health care consumers
Providing around-the-clock disease management
Connecting genetic researchers with physicians
Publishing the latest advances in biomedical devices
Tracking antibiotic resistance
Real-time satisfaction surveys with immediate follow-up for
problem resolution
Issuing asthma alerts
Data collection for tracking facility patterns (process-performance,
supply-chain and staffing problems)
Live-tweeting medical conferences
Keyword-tracking of health-related topics via Search.Twitter
Posting quick nursing assessments that feed into electronic medical
records (EMRs)
Posting daily nursing tips
Exchanging physician humor (“we’re all human”)
Closing the digital divide with respect to health care information
Coordinating allied health care services during patient admissions
Coordinating patient discharges with all services
Post-discharge patient consultations and follow-up care
Helping device technicians to communicate directly with
manufacturers
Discussing HIPAA reform in the age of micro-sharing

Improving medical rounding systems
Clinical trial awareness
Hospital administration
Sharing peer-to-peer reviews of articles of interest
Connecting patients with similar disease processes
Enhancing health-related support groups (e.g., buddy-systems for
depression)
Providing smoking cessation assistance
Medical device support (e.g. at-home: colostomy care, infusion-pumps, wound-vacs)
Reporting medical device malfunctions
Tweeting updates to facility policies and procedures
Arranging appointments with health care providers
Product safety alerts
Food safety alerts
Information on women’s health
Pain management
Hospital reputation monitoring
Publishing hospital-sponsored events in local communities
Community health outreach
Bioterrorism awareness and preparedness
Issuing updates to hospital services to the public
Insurance claim management
Ethical, permission-based following of patients
Micro-sharing consent for surgical and other procedures
Patient-sharing of health-related experiences
Posting “read crumbs” of facility experiences (“I had a bypass at
this hospital and it went well but the food almost killed me.”)
Patient searches for others confronting similar problems
Stress management
Mental health awareness
Posting homeless shelter needs
Food bank resource management
Transmitting patient data to patients who are traveling abroad
Generating streams of authoritative health care content online
Exposing medical quakery
Micro-sharing documentation for advanced medical directives
Discussing public health care policy
Developing stronger patient-provider relationships
Tracking the safety and efficacy of pharmaceuticals
Following health marketing
Tracking influenza alerts from the CDC
Exchanging/soliciting scientific validation of alternative health
claims
Tracking the progress of developing pharmaceuticals
Broadcasting infant care tips to new parents
Publishing vaccination/immunization services locations, hours and
reminders
Reporting adverse events to FDA (currently not available via
Twitter: why not?)
Obtaining information on Medicare and Medicaid
Case management functions
Clinical education coordination
Facilitating patient-transfer processes
Upgrading discharge planning and predictions in health care facilities

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Memorial Hermann @houstonhospital 26 Apr
Join us for the 4th Annual Global #Nursing Conference May 17-18 featuring keynote speaker Captain Mark Kelly bit.ly/1lFSAm4
Expand

Memorial Hermann @houstonhospital 25 Apr
Memorial Hermann is the proud medical provider for the #UH #Cougars and DJ Hayden, who was just selected 12th overall in the 2013 NFL #Draft
Expand

Memorial Hermann @houstonhospital 25 Apr
As if #heartburn wasn’t painful enough, it might lead to something more serious. Learn what you can do about it: doctoroz.com/videos/when-he...
Expand

Memorial Hermann @houstonhospital 24 Apr
There is still time to register for this online presentation about #pediatric #brain #tumors on.fb.me/1fZypl
Expand

Memorial Hermann @houstonhospital 23 Apr
Memorial Hermann Northeast offering physicals and EKGs to area ISD #athletes #Humble #HSsports bit.ly/1lJno2y
Expand

Memorial Hermann @houstonhospital 22 Apr
Memorial Hermann Northwest #RN #Recruitment Reception this Wednesday at 5:30-email james.wilmoth@memorialhermann.org for more info
Expand

Memorial Hermann @houstonhospital 22 Apr
Thanks to all of the #cyclists and #volunteers that joined Team Memorial Hermann at #BPMS150 2013 on.fb.me/17JiDJi
Expand
“This study’s findings suggest that the number of ‘Likes’ on a hospital’s Facebook page can be used as a proxy for patient satisfaction and an indicator of hospital quality.”

- Alex Timian, et.al. Do Patients “Like” Good Care? Measuring Hospital Quality via Facebook, American Journal of Medical Quality XX(X) 1-9 (2013)
IU Health @IU_Health
Welcome to our live Twittercast of a kidney transplant surgery. Follow commentary, photos, Q’s live with #calebskidney hashtag.

Libby Manship @libbymanship
Many great comments being posted for Colin and Caleb on iuhealth.org/kidneydonation Send yours! @IU_Health #calebskidney #donatelife

IU Health @IU_Health
Transplant surgeon Dr. William Goggins talking w/ Caleb before surgery. #calebskidney pic.twitter.com/y0prmnfF

TrendyMinds @TrendyMinds
We’re filming and producing a kidney transplant surgery in real time this morning. Follow along at @IU_Health #calebskidney

IU Health @IU_Health
#calebskidney RT @IU_Health: RT @srudavsky: Too meta: Tweeting about Weds Twittercast of kidney surgery. indy.st/JXNwO1

IU Health to perform first ‘Twittercast’ kidney transplant
@Calsjohn needs a new kidney. @jcnewton13, a close friend, offered his.
Using crowdsourcing to diagnose medical mysteries

Frustrated by inconclusive tests, strange symptoms and a lack of answers from their health-care providers, some patients have turned to the online community for answers about perplexing illnesses. And a new web-based tool, called CrowdMed, aims to make it even easier to diagnose medical mysteries. The New Scientist reports:
this is the year of algorithms
CHARACTERISTICS
public

YOU  U2

U3

U4

U5

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“This patient is pathetic – probably drug-seeking; I paged the neurosurgeon on call 2 hours ago and still no response.”
- Jane Smith, resident
Dr. Chief Medical Officer

Feb.10 2010

A colleague passed on the attached file from Facebook for your review. It appears as though you have a disgruntled Clarian employee who does not respect one or more of your cardiac surgeons and has decided to express his opinion with the public.

As a current heart patient who receives their care from Clarian, I hope this disparaging remark is not indicative of your medical staff's competency or of the hospital's attitude towards physicians.

I only raise this because it's not the first time I've heard of this kind of discontent expressed in a very public forum and hope that you'll address this with your employees accordingly.

This is the kind of communication that would potentially make a patient think twice about receiving health care in the future with Clarian, especially given the other options we have in the community.

Employees Facebook link:
www.facebook.com/home.php?#!/profile.php?id=1531636385

With kind consideration,
Friend

Timmy, where have you been? What are you doing? Are you avoiding me? Should I feel hurt? Upset? Unwanted? Hope all is well and to hear from you sometime!

January 10 at 11:14am · Comment · Like

Timothy

I have been putting in long hours at the hospital. I am teaching our heart surgeons to use the EMR system. They just bitch and act like they are six. It has been cool to be in the room during the surgeries. All is well other than that. Oh and I did get the H1 N1 that was one nasty bug. I am still not a 100% and it’s been three weeks since I got the bug. So how are things with you?

Yesterday at 9:41am

Write a comment...

RECENT ACTIVITY

Timothy commented on Tiffany Messler’s status.
permanent

“The Web Means the End of Forgetting”
- Jeffrey Rosen, July 21, 2010 NY Times
instantaneous

David Pogue (@Pogue)
1/22/13, 10:49 AM
Waited in huge 25-min line for Amtrak home from inauguration in DC with my 2 boys. Hateful gate woman closes gate in my face. "Too late."
unwise posting by a neurosurgery resident:

Posted on the Facebook page of a vascular surgery resident after a night staffing the Emergency Department:

Trauma Laughters. Trauma Laughters Dr. H: geee....those ppl never get it! A surgeon who does not answer his trauma one call b/c he is in the OR, NOT b/c he is masterbuting in the call room! **************************************

Trauma NP: I can tell Mr. BXXXX is rich...his wife looks very nip and tuck... Me: Ms CXXXX, 45 y/o s/p MVA w/ L olecranon fx, POD#21...she is ready to go, we are ready to let her go, but no rehab is ready to let her go to...

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“(f) physicians must recognize that actions online and content posted may negatively affect their reputations among patients and colleagues, may have consequences for their medical careers (particularly for physicians-in-training and medical students), and can undermine trust in the medical profession.”

-AMA Policy: Professionalism in the use of Social Media
criminal conduct by an employee:

nurse obtained employment in order to access the STD medical records of a rival in order to post them on the Facebook page of a professional football player who they had both been dating
employee FB posting:

Try observing this after lunch...lol

LikeUnlike • Share • Yesterday via Photo/Video Uploader
employee trying to provide customer service on FB:

- [patient] i tried to call you at work. im having a crisis!
- [employee] what is going on Amber
- [patient] i have no more cellcept. i thought i would have gotten some by now from that pharmacy, but i havent.
- [employee] Are you completely out
- [patient] but wednesday im going up north and could stop by the hospital to pick some up if you could get me some.
- [employee] can you come to Indy tomorrow and I will get you some
- [employee] you can’t go that long without your medication. You can reject
- [patient] i cant. i dont have the money to be drving up there tomorrow then leaving town wednesday.
- [employee] call me tomorrow and let me make some phone calls. Have you called the mail in pharmacy. You need to call earlier so I could have some overnighted some to you. I was too busy to get you called back today
- [patient] ok. ill wake up when mom gets david ready for school (if she does).
- [employee] ok I need the phone number on your card as well as your ID number so leave that on my voicemail
- [patient] ok ill try to find it
Unlicensed driver hits cyclist on Monon Trail near Broad Ripple

10:23 AM, Mar 29, 2012

A 45-year-old unlicensed driver was ticketed after striking a bicyclist on the Monon Trail south of Broad Ripple yesterday.

Indianapolis metro police said Juan Hernandez, Indianapolis, did not have a license when his 1998 Dodge Durango hit the biker at 7:55 a.m. at 54th Street and the Monon.

He was cited for operating a vehicle without ever having received a ...
employee post on a newspaper’s blog:

Nick Hlavaty · Registered Nurse, Recovery Room at Indiana University Health.
Well, Joseph, you sound like an attorney -- or maybe you're just trying to make everyone think you are, but even though Ashley was on a bicycle, she is still a PEDESTRIAN, and she has the Right Of Way. And Juan MUST keep his motor vehicle Under Control at All Times -- something he should know if he is a citizen and wants a license. That means, even if Ashley Didn't Yield, Juan can't punish her by hitting her with his truck -- so he IS Liable. Now I don't know if Juan is here legally but, if he is Not, he needs to go back to his country of origin and maybe drive a burro or something. That would be safer.
Clarian/IU Health Partners Screws Over The Caregivers of Disabled Veterans is on Facebook
Sign up for Facebook to connect with Clarian/IU Health Partners Screws Over The Caregivers of Disabled Veterans.

Clarian/IU Health Partners Screws Over The Caregivers of Disabled Veterans

Wall  Info  Discussions  Photos  Video  Events

Dan Martin if you want this to go bad, it will......have courage.....call me.......
8 hours ago · Comment · Like · Flag

Dan Martin well I tried to talk to my wife this evening.....you have won.......u have destroyed my marriage. now i will see you in hell. orson if you are a veteran, meet me. have the stones to meet me, man to man.
8 hours ago · Comment · Like · Flag

Dan Martin "To sin is a human business, to justify sins is a devilish business."
~ Leo Nikolaevich Tolstoy
Yesterday at 2:48pm · Comment · Like · Flag

Dan Martin Hey here's an idea..impress me, show me that you have the stones to meet me. Mano e mano..don't cower behind your lawyers or anesthesiologists, show me the respect that I have earned..this Friday 8am at Illinois Street Emporium...
May 11 at 6:47pm · Comment · Like · Flag

Dan Martin Clarian..Clarian..just waiting for the chance to portray me as a lunatic to the courts..your strategy is obvious. now if i understand it correctly you're going to argue that a combat veteran with PTSD is overreacting when his wife's employer continues to fuck with his wife and he acts like a combat veteran with PTSD..I...
See More
May 11 at 6:47pm · Comment · Like · Flag

Dan Martin one last thing, my wife believes that your going to follow the law and your own policies and get this under control...I do not. nothing in this process has

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MissKhala Khala Figg
Found dr. ~ passed out on his desk with drool coming out of his mouth.. Sending him to the E.R.. So no doctors today.. Goodness
26 May

MissKhala Khala Figg
Is it a full moon today? My goodness ppl are grumpy & crazy in the office today..
25 May
Woman out of a job after sending tweet to Governor Barbour

Posted: Dec 21, 2009 6:42 PM EST
Updated: Feb 18, 2013 1:13 PM EST

By Julie Straw - bio | email | twitter

JACKSON, MS (WLBT) - A tweet to Governor Haley Barbour ended with a University Medical Center employee resigning from her job. She said she was simply using the social networking site Twitter to exercise her right to freedom of speech. UMC officials said it was a violation of privacy laws.

Last Tuesday afternoon Governor Haley Barbour wrote this on his Twitter page, "Glad the Legislature recognizes our dire fiscal situation. Look forward to hearing their ideas on how to trim expenses."

Less than an hour later Jennifer Carter, a former administrative assistant for UMC's nursing school, tweeted this to Governor Barbour, "Schedule regular medical exams like everyone else instead of paying UMC employees over time to do it when clinics are usually closed."
consider these additional risks

Employers
  ADA
  negligent hiring
  discrimination
  wrongful termination
  sexual/racial harassment
  NLRB liability
Individuals
- plagiarism
- harassment
- bad judgment
- social engineering

Professionals
- patient-physician relationship
- medical malpractice
- privacy breach
- unprofessional boundaries or conduct
Competitive businesses
intellectual property
productivity
advertising regulations
deceptive advertising
data breach
unapproved/off-label uses
unsupported claims about company products
risk mitigation

train your legal staff about social media policy

Applies to on/off duty

(NLRB) policy is not intended to restrict or interfere with employee’s federal or state labor law rights

Permit/prohibit use of company resources

Comply with existing privacy and security policy and procedure framework

Include a disclaimer for personal postings
Don’t give medical advice
Be truthful
Be respectful
Give credit to third parties
Not sure, seek clarification
Do not disparage, use ethnic slurs,
Don’t use company information, logo, etc.
Don’t post anonymously
Use good judgment

policy (cont.)
educate – educate – educate
GEEK&POKE’S PREDICTION FOR THE NEXT 20 YEARS

WORLD POPULATION

FACEBOOK USERS

I KNEW IT WOULD FLATTEN EVENTUALLY

THE DAY WILL COME

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questions