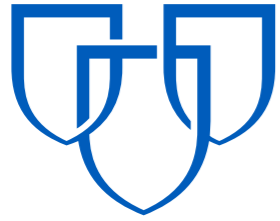


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CLINIC



# Health Care Social Media and Professionalism

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Farris Timimi, MD

Medical Director, Mayo Clinic Center for Social Media

# Agenda

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- What is professionalism?
- Is part of being professional being online?
- Are online rules the same as offline rules?
- Know the risks-know how to avoid them
- Key elements of professionalism in health care social media

## Subtext

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- This is how people communicate
- All of your employees are already involved in social media-and your blocking won't work
- All of our patients are involved in social media
- Use of your human bandwidth can either be an asset or a liability-the line crossed is defined by orientation and training

# What is professionalism?



# Heart and Soul of Medical Care

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- Professionalism means safe care
- Health care is delivered by teams who need to communicate well, honestly, respectfully, confidentiality and responsibly
- That team includes all of us in health care-including patients and their families

# How is being online part of professionalism?

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- Unique moment in history-two overlapping trends
- Information *overload* at the same time as evolving information *transparency*
- Less daily time for *direct patient care* at the same time as more time spent *online*

# Information Overload

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- PubMed-22 million citations, one new/min
- Over 200 Cardiology journals
- 486 cardiology guidelines
- More and more knowledge is being made available online and in a transparent fashion

Who is the lived expert?

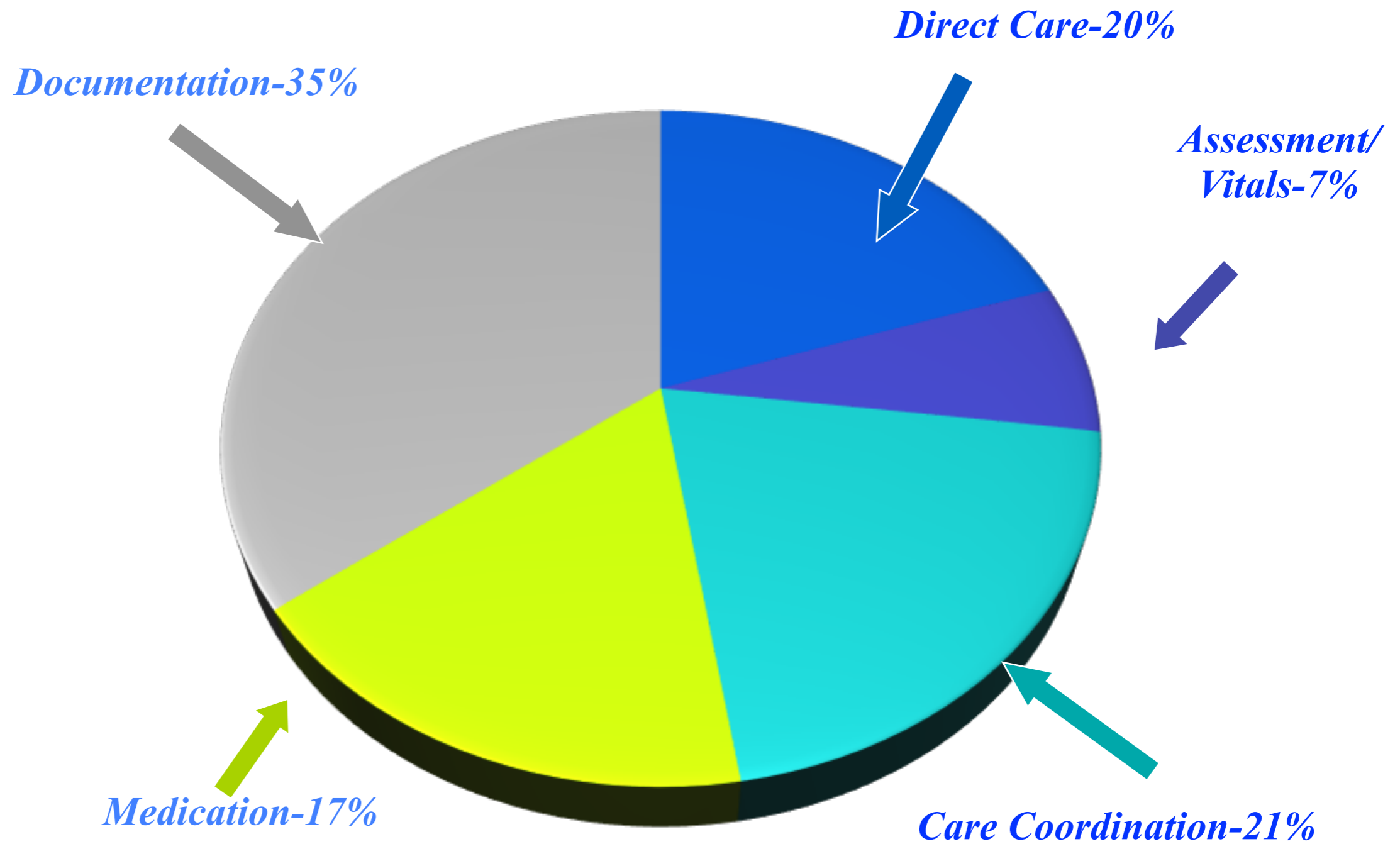




Where did our time go?



# Time, the most precious commodity...



# Where are our patients...Online

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- Time online in social networking represents 110 billion minutes worldwide
- One in four minutes spent online is spent in social platforms
- The three most common online activities are e-mail, Internet search and health care information

## Why we need to be online

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- Is it any wonder that the majority of us have sought knowledge and support online?
- The value of that conversation is purely dependent on two factors: access to the conversation and the quality of the knowledge shared

# Why we need to be online

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- Yet, all too often, we in health care are absent from that conversation
  - “Don’t want to be sued!”
  - “Who will pay for my time online?”
  - “What about HIPAA?”



# The Impact of Silence: Vaccine Hesitancy

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- Efficiency
  - Each discussion averages 5-10 mins
  - By 24 months, 14 vaccines over 8 visits
  - 80% of primary care providers report 1 vaccine refusal/month; 8% of providers report 1 in 10 parents refused vaccine
- Liability
  - Several law suits brought by parents whose children suffered from vaccine refusal

# Vaccine Hesitancy

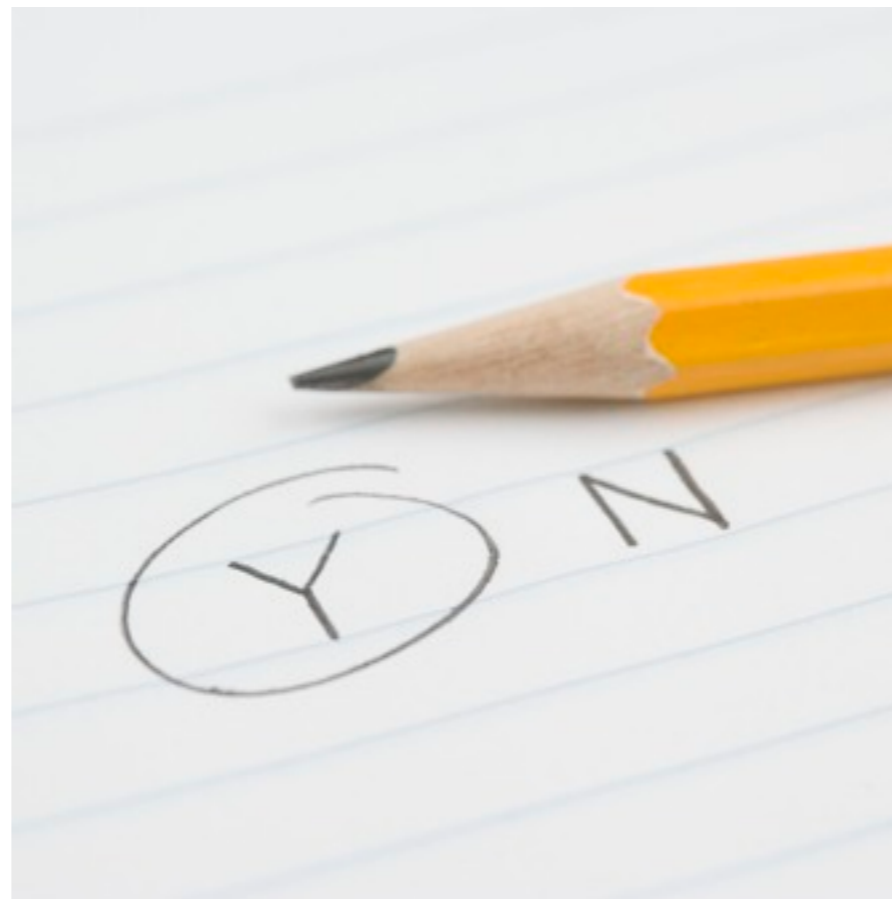
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- Health Care
  - 14 years since Wakefield, dramatic drop in MMR in EU with a marked increase in measles and mumps
  - EU-2011-major measles outbreak in 33 countries, to include 10,000 in France alone



# Is part of being professional being online?

- We must partner with patients in content creation, curation and decision making
- Leverage the content, leverage the conversation, leverage the good





DANGER  
THIN ICE

# National Survey of State Medical Boards

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- 71% of boards responded
- 92% of boards reported at least 1 online violation
- Most common: inappropriate patient communication online, Internet prescribing without an established clinical relationship and misrepresenting credentials online
- In total, these transgressions represented a relatively small percentage of the total board actions in the FSMB database

# Professionalism and Social Media

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- Social Media Tools do not cause professionalism violations
- They leverage behavior and errors to a larger audience
- By doing so, they “educate” a larger audience of transgressions

# Key elements of professionalism in health care social media



# Social Media and Professionalism

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- Online behavior should seamlessly merge with offline behavior
- Social Media can highlight professional lapses
- But it can also empower our mission in domains of practice, research and education
- Social Media can facilitate a professional culture

# Professionalism and Social Media

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- Before you take the leap
  - Develop/Review your organizational social media policy guide
  - Define your opportunity and operational goals
  - Remember you represent your organization as well as yourself
  - Know and review your privacy settings

# Professionalism and Social Media

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- After the plunge
  - Be real
  - Be professional
  - Be respectful
  - Learn the rules of the road before driving
  - Just like a good marriage, you will be judged more by how you listen than what you say



# Professionalism and Social Media

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- After the plunge
  - Foresee and count to 3
    - 1-Who is your audience?
    - 2-Is this appropriate for all ages?
    - 3-Am I adding value to the ongoing conversation?

# General Concepts

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- Unless it is still in the cache, you can't put it in the trash
- Always surmises that HIPAA applies
- Speak on your behalf, not that of staff
- Anonymity is really gimmicky
- If you chat about your company, identify abundantly

# General Concepts

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- Don't endorse as a matter of course
- Supervisors: Don't initiate an employee friend request at your own behest
- Separate your circle of friends from patients you mend
- Corporate logo in your username is a no-go
- Adding a disclaimer is probably saner
- Don't practice on the Internet, regardless of your good intent

# Remember

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- Errors will occur
- Develop a social media policy
- Provide orientation and training
- If a mistake happens, remember it is one game in a season

# Professionalism and Social Media

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- Don't Lie, Don't Pry
- Don't Cheat, Can't Delete
- Don't Steal, Don't Reveal

## For Further Interaction:

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- @FarrisTimimi on Twitter
- [timimi.farris@mayo.edu](mailto:timimi.farris@mayo.edu)
- <http://socialmedia.mayoclinic.org>
- <http://pinterest.com/farristimimi>
- <https://www.facebook.com/MayoClinic>