BENEFITS & PITFALLS OF SOCIAL MEDIA IN THE LIFE OF A PHYSICIAN

Speakers

- Dr Nareesa Mohammed-Rajput, MD, MPH ,FACP (nareesa@jhu.edu)
- Dr Zeshan Rajput, MD, MS (zeshan@jhu.edu)

Prepared for: ACP Maryland Chapter – Early Career Physician Council

Presented: November 3, 2014

Conflicts: Both Dr. Mohammed-Rajput and Dr. Rajput are members of the Medical Informatics Committee of the American College of Physicians. Both also serve on the Physician Advisory Council for Epic Systems Corporation.

Objectives
- Become able to assess what constitutes use of social media, including inadvertent use
- Consider how the physician-patient relationship extends to online interactions
- Develop awareness of the capability of social media to enhance patient and physician education
- Learn how to protect patient confidentiality in digital interactions

Talking Points
Ask how many folks in the audience have:
- Smartphones
- Facebook accounts
- Twitter accounts
- LinkedIn accounts
- A blog
- A Google Plus account
- Any google account
- A Doximity account or other HIPAA compliant service
- Know what CureTogether or PatientsLikeMe are
- Have ever uploaded a video of themselves or family online
- Have ever uploaded a picture of themselves or family online
- Think there's a picture of them online somewhere

Point 1: We're all online, almost all of the time
- A little bit is advertent use (pictures, posts, etc.)
- A lot may not be so obvious (emails, SMS messages)
- Some may not be obvious at all (file sharing services, location services, restaurant reviews, credit information, photo autobackups, friends posts)

The world is only getting more connected (Google glass, fitbits and KP's measuring of how patients move, Android wear).

People are googling you – your opinions may affect their interactions with you (movie or restaurant review, etc)

Learn about the privacy settings for the services you use – AAFP has guides for many services

Point 2: We know a lot of sensitive information about people and need to protect it
- Picture taken in a hospital (autouploader? Identify the pt's location? Another pt in the picture?)
- Xray sent using MMS
- Consult sent using txt
- Emailing a PCP
- Emailing a patient

Point 3: Using Social Media to learn
- Following ACP and others (journals? Mentors?) on Twitter or Facebook
- Email newsletters, RSS feeds, podcasts, and more
- CureTogether, PatientsLikeMe

Further Reading

Annals of Internal Medicine, "Online Medical Professionalism: Patient and Public Relationships: Policy Statement from the American College of Physicians and the Federation of State Medical Boards." http://annals.org/article.aspx?articleid=1675927

AMA Code of Medical Ethics, Opinion 9.124 – Professionalism in the Use of Social Media (http://www.ama-assn.org/ama/pub/physician-resources/medical-ethics/code-medical-ethics/opinion9124.page?)

AAFP Social Medial for Family Physicians: Guidelines and Resources for Success
http://www.aafp.org/dam/AAFP/documents/about_site/SocialMediaFamPhys.pdf