

Endocrinology in the Real World: **Social Media and Medicine**

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Learning Objectives

- Recognize the various types of social media and differentiate between social media and other forms of health care technology
- Identify how social media can play a beneficial role in communicating, collaborating and engaging with our patients and with other health care professionals
- Indicate some of the potential risks and challenges of social media in medicine

Disclosures

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- Amgen, Inc.
- Hanmi Pharm.Co., Ltd.
- Merck & Co., Inc.
- Novo Nordisk
- Sanofi

Speaker honoraria:

- Novo Nordisk and Sanofi.

Disclosures

- I have no financial or other relationships with any social media or related commercial interests mentioned in this presentation.
- Any mention of specific names of social media sites etc are provided as examples only and are not intended to be a recommendation or endorsement.

What is Social Media?



What is social media?

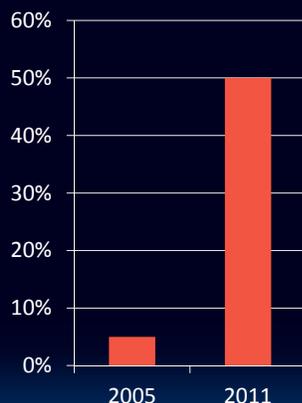
Traditional Media vs Social Media

- | | |
|--|--|
| <ul style="list-style-type: none"> • Centralized production • Time lag can be long (days, weeks, or even months) • Once created, cannot be altered • Requires skills and training • Talking "at" vs talking "with" • Quality more consistent | <ul style="list-style-type: none"> • User generated content • Rapid (immediate) distribution • Can be altered almost instantaneously • Anyone can do it • Open, two-way dialogue • Quality highly variable • Sense of community |
|--|--|

¹ Pricewaterhouse Coopers Report "Social media "likes" healthcare From marketing to social business" <http://www.pwc.com/us/en/health-industries/publications/health-care-social-media.html> accessed on 3/25/15

Use of Social Media

Users of Social Networking Sites ^{1, 5}



- **Facebook:** 5 million users in 2005, by 2011 had over 845 million participants ^{2, 5}
- **Pinterest:** a social image-sharing site increased from 1.2 million to 11.7 million in only 6 months ^{3, 5}
- **Twitter:** 460,000 new accounts created on average per day ^{4, 5}

¹ Madde, Mary, Zickuhr, Kathryn. Pew Internet and American Life Project, August 26, 2011, pewinternet.org/Reports/2011/Social-Networking-Sites.aspx, accessed on March 28, 2012.
² Facebook, December 2011
³ techcrunch.com/2012/02/07/pinterest-monthly-unique-visitor-blog-twitter.com/2011/03/numbers.html
⁴ Pricewaterhouse Coopers Report "Social media "likes" healthcare From marketing to social business" <http://www.pwc.com/us/en/health-industries/publications/health-care-social-media.html> accessed on 3/25/15

Examples of Types of Social Media

- **Communication**
 - Blogs
 - Social Networking
 - Microblogs
- **Collaboration**
 - Wikis
 - Opinions/Ratings
- **Multimedia:** Audio/Video/Photo



1. Modified from presentation by Jason Bahn MD <http://www.authorstream.com/Presentation/jbselz-79123-physicians-use-social-media-medicine-networking-health-healthcare-ozmosis-peerclip-sermo-new-uva-school-science-technology-ppt-powerpoint/> accessed March 27, 2015.

Type	Definition	Example
Blog	Short for "web log": an easy-to-publish website where bloggers (authors of blogs) post information and essays in sequential order	WordPress, Blogger
Microblog	A tiny blog service that allows users to send short updates to each other in less than 140 characters.	Twitter, Identi
Social networking site	A n online service or site that focuses on building and visualizing social networks among people, who share interests and/or activities. Essentially consists of a representation of each user (often a profile), their social links, and a variety of additional services	Facebook, MySpace
Professional networking site	A professional networking site that is focused solely on interactions and relationships related to business or a person's professional career	LinkedIn, Sermo, Asklepios, Drs Hangout
Thematic networking sites	Centered on a particular theme; for example disaster response, nursing, etc. These share any aspects of, and operate as a community of practice.	Telehelp, 23andMe, PatientsLikeMeCur eTogether
Wiki	Denotes communal websites where content can be quickly and easily edited. Wikis support collaboration and information sharing; feature multimedia; and allow anyone to edit or are password protected	Wikipedia, Fluwiki
Mashups	Combines data and functionality from two or more services to create a new, value-added, service	HealthMap, Google FluTrends
Collaborative filtering sites	A website where information is filtered or collected according to patterns involving collaboration among multiple agents, viewpoints, and data sources; including through a process called crowdsourcing, where the crowds join forces for a common purpose	Digg, Delicious
Media sharing sites	A hosting service that allows individuals to upload and create galleries of photos, videos, and other digital media (eg, slide presentations) where they can be made publicly or privately available.	SlideShare, YouTube, Flickr

Table modified from J Med Internet Res. Feb 2014; 16(2): e13.

Social Media and Medicine

How individuals are using social
media in relation to health care

How individuals are using social media in relation to health care

58% of US adults have
looked and health
information on line in
the last year



35% say they
used the
internet to self
diagnose



41% said they had
their self diagnoses
confirmed by a
clinician



53% talked with a
clinician about
what they found
on line

Pew Research Center's Internet & American Life Project,
Health Online 2013 <http://www.pewinternet.org/2013/01/15/health-online-2013/> accessed on 3/25/15

Where our patients are going for information

Diabetes information obtained from the Internet

Find general information	69.9%
Researching treatment options	60.9%
Learning about ways to cope	54.3%
Alternative or complementary therapies	28.3%
Finding information about nutrition	69.9%
Journal articles	23.9%
Chat rooms	19.6%
Seeking information from a doctor	19.6%

94.6% valued their treating physician as the most important resource for information

Shaw RJ *Online J Public Health Inform.* 2011;3(1). pii: ojphi.v3i1.3561. doi: 10.5210/ojphi.v3i1.3561. Epub 2011 Jun 22; accessed on 3/25/15

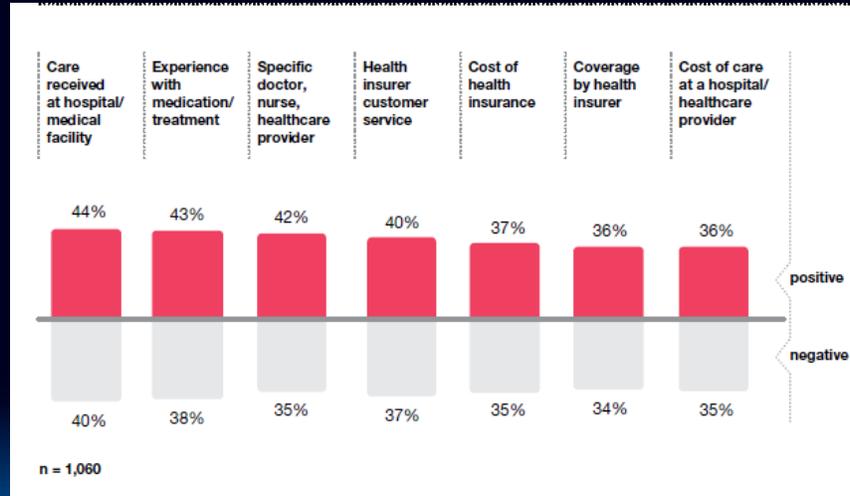
How individuals are using social media in relation to health care

Survey of 1,060 U.S. adults revealed about 30% use social media for health-care related information and discussions.¹

- 42% used social media to access health-related reviews
- 28% supported a health cause
- 27% commented on others health experiences
- 25% posted about their health experience
- 20% joined a health forum or community.
- 17% posted reviews of doctors
- 16% shared health related videos or images

¹ Pricewaterhouse Coopers Report "Social media "likes" healthcare From marketing to social business" <http://www.pwc.com/us/en/health-industries/publications/health-care-social-media.jhtml>, accessed on 3/25/15

How individuals are using social media in relation to health care



1. Pricewaterhouse Coopers Report "Social media 'likes' healthcare From marketing to social business" <http://www.pwc.com/us/en/health-industries/publications/health-care-social-media.html>, accessed on 3/25/15

How individuals are using social media in relation to health care

Age is the most influential factor in determining who uses social media:¹

Ages 18–24

- >80% said they would share health information on social media
- ~90% said they would trust information from social media.

- Those ages 18-24 in poor health were **most likely** to engage through social media.

Ages 45–64

- 45% would be likely to share information on social media
- 56% would be likely to engage with social media

- Those > age 65 in poor health were the **least likely** to engage using social media

1. Pricewaterhouse Coopers Report "Social media 'likes' healthcare From marketing to social business" <http://www.pwc.com/us/en/health-industries/publications/health-care-social-media.html>, accessed on 3/25/15

How individuals are using social media in relation to health care

Willingness to engage in social media and to share information depends on trust.¹

- **61%** of respondents said they would be likely to trust information posted by providers
 - **41%** said they would be willing to share information with providers via social media
- **37%** would trust information posted by a drug company
 - Only **28%** would be likely to share information with a drug company.

1. Pricewaterhouse Coopers Report "Social media "likes" healthcare From marketing to social business" <http://www.pwc.com/us/en/health-industries/publications/health-care-social-media.html>, accessed on 3/25/15

How individuals are using social media in relation to health care

"One-third of consumers surveyed said they would be comfortable having their social media conversations monitored if that data could help them identify ways to improve their health or better coordinate care."

1. Pricewaterhouse Coopers Report "Social media "likes" healthcare From marketing to social business" <http://www.pwc.com/us/en/health-industries/publications/health-care-social-media.html>, accessed on 3/25/15

How individuals are using social media in relation to health care

Rise of the “e-Patient”¹

- Diagnosis and information gathering
- Finding a provider or a second opinion
- Accepting a diagnosis and entering a community
- Participation in research
- Becoming an advocate

1. Sharp, J. THE RISE OF SOCIAL MEDIA & PARTICIPATORY MEDICINE <http://www.ihealthbeat.org/perspectives/2011/the-rise-of-social-media-and-participatory-medicine>

Social Media and Medicine

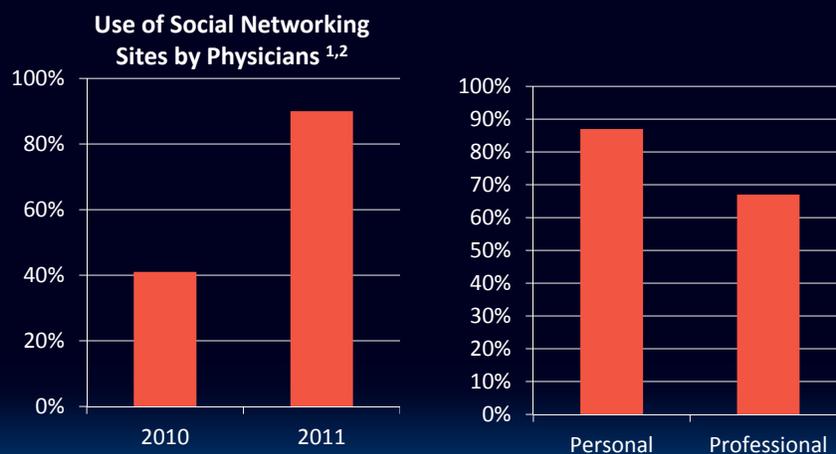
How health care professionals are
using social media

How social media could transform medical practice

- Change communication from one-to-one to one-to-many or many-to-many
- Improve quality through better communication
- Engage and empower patients

Hawn C. Take Two Aspirin And Tweet Me In The Morning: How Twitter, Facebook, And Other Social Media Are Reshaping Health Care. *Health Affairs*, 28, no.2 (2009):361-368

Use of Social Media By Physicians



- ¹ *Clin Obstet Gynecol*. 2013 September ; 56(3) : . doi:10.1097/GRF.0b013e318297dc38.
- ² Bosslet G, et al. *J Gen Intern Med*. 2011;1-7.
- ³ Modahl M, Tompsett L, Moorhead T. Doctors, patients, and social media. 2011. Available at www.quantiamd.com/q-qcp/DoctorsPatientSocialMedia.pdf. Accessed January 24, 2012.

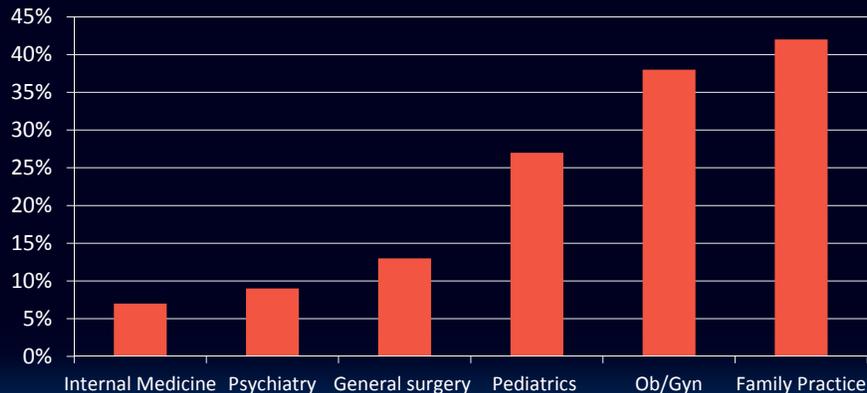
Use of Social Media By Physicians

Use or opinion	Students	Residents	Practicing physicians
Has visited patient's or family member's profile	2.3%	3.9%	15.5%
Is aware of patient or family member visiting your site	1.2%	8.2%	28.1%
Has received "friend" requests from patients or family members	1.2%	7.8%	34.5%
Has requested to be "friends" with patient or family member	0.0%	1.0%	5.3%
Thinks it's OK for physicians to interact with patients on social media as part of patient care	19.9%	22.1%	16.2%
Thinks social networking sites have potential for improving doctor-patient communication	28.0%	29.8%	21.2%
Thinks communication on social media can be accomplished without compromising patient confidentiality	12.9%	13.7%	5.9%

Bosslet G, et al. J Gen Intern Med. 2011;1-7.

Use of Social Media By Physicians

Percentage of Physicians who received "friend" requests



Anesthesiology, emergency medicine, surgical subspecialties, radiology, dermatology, and pathology had no patient or family friend requests.

Bosslet G, et al. J Gen Intern Med. 2011;1-7.

How social media might be used in relation to health care

- **Improve communication with patients**
 - Engage with and reach out to patient communities
 - Establish oneself as an “expert”
 - Market oneself or one’s clinic
 - Improve customer service

Clin Obstet Gynecol. 2013 September ; 56(3): . doi:10.1097/GRF.0b013e318297dc38.

How social media might be used in relation to health care

- **To enhance professional development**
 - Learn from peers and discuss clinical issues and management challenges
 - Consult regarding specific patients with colleagues ie “virtual curbside”
 - Coordinate interactions of health care team

1. *Clin Obstet Gynecol.* 2013 September ; 56(3): . doi:10.1097/GRF.0b013e318297dc38.

How social media might be used in relation to health care

- **Contribute to public health, research and service**
 - Provide information about public health topics
 - Find potential participants for research trials
 - Improve quality
 - Participate in advocacy

1. *Clin Obstet Gynecol.* 2013 September ; 56(3) : . doi:10.1097/GRF.0b013e318297dc38.

Social Media and Medicine

Improving disease
management and outcomes

Using social media to improve disease management and outcomes

There are many reasons why social media could be helpful in engaging patients and improving health outcomes

- Increase frequency of contact with HCP
- Enable patients to become part of a community
- Engage and empower patients to be more involved in their self care
- Provide timely evidence
- Improve patient access to medical care (e-prescription)

However, thus far, there have been very few outcomes studies.

McDarby V et al. *Diabetes Technol Ther*. 2015 Apr;17(4):291-4. doi: 10.1089/dia.2014.0308. Epub 2015 Feb 5

Using communication technologies to improve A1c

Review of 20,925 publications, 19 met the inclusion criteria, with 18 technologies assessed.

- 10 studies showed improvement in A1c

There was no consistent association between improvement in A1c and increased contact.

There were reports of improvement in quality of life, patient-caregiver interaction, and self-care.

Satchine P, et al. Systematic review of communication technologies to promote access and engagement of young people with diabetes into healthcare. *BMC Endocr Disord* 2011;11:1.

Effects of internet support upon adolescent type 1 DM

- **Design:** 72 adolescents w/ T1DM , ages 13-17 years, were randomized to a usual-care-plus-Internet support or a usual-care group.
- **Results:** Differences between groups were not significant using intent-to-treat analyses.
 - Using as-treated analyses, the intervention group had improvements in self-management ($d = 0.64$; $P = 0.02$), improvements in problem-solving ($d = 0.30$; $P = 0.23$) and A1C ($d = -0.28$; $P = 0.27$).
 - Mean A1C for the intervention group remained constant (-0.01%), while the control group increased (0.33%)

Mulvanev . SA et al. Diabetes Care. 2010 Mar; 33(3): 602–604.

Effects of social media on diabetes control

- **Goal:** Evaluate effects of social media (Skype and Facebook) and software (CareLink) as tools to improve diabetes control in patients with T1DM using insulin pumps with glucose sensors.
- **Design:** 56 children/ adolescents with T1DM, ages 14–23, were randomized in two groups:
 - **Regular group:** 29 patients treated per standard protocol with regular visits at clinic.
 - **Internet group:** 27 patients with had data uploaded via software and recommendations were given via social media.

Petrovski G et al. Diabetes Care April 2015 vol. 38no. 4 e51-e52 <http://care.diabetesjournals.org/content/38/4/e51.long>

Effects of social media on diabetes control

- **Results:** Both groups had improved A1C at 12 months
 - **Regular group:** baseline 7.7 → 6.6% at 12 months
 - **Internet group:** baseline 7.8 → 6.4% at 12 months
- Improvement occurred in the first 6 months and was maintained for 6 additional months.
- There were no differences in acute complications (DKA), total daily dose of insulin, and weight change between both groups at 12 months.

¹ Petrovski G et al. Diabetes Care April 2015 vol. 38no. 4 e51-e52 <http://care.diabetesjournals.org/content/38/4/e51.long>

Using social media to promote exercise

- Some studies showed significant improvements in exercise frequency while others did not.
 - In a Facebook based intervention for young adult cancer survivors, the intervention group reported 135 more minutes per week of light physical activity relative to a self-help comparison group.
- **Interestingly, there were no differences in interaction and engagement between moderated- posts vs. peer-to-peer.**

¹

² Maher CA, et al. Are health behavior change interventions that use online social networks effective? A systematic review. J Med Internet Res 2014;16:e40 50.
³ Valle CG, et al. A randomized trial of a Facebook based physical activity intervention for young adult cancer survivors. J Cancer Surviv 2013;7:355–368

Web-based Interventions to Support Lifestyle Modification for Type 2 Diabetes Management

- **Chart review** of 2803 papers, of which nine met inclusion criteria.
 - Six studies included some form of peer support or online community to engage users.
 - Two studies showed improvements in diet and/or physical activity

The most successful studies included interactive components with tracking and personalized feedback, and provided opportunities for peer support.

1. Cottrez A. J Diabetes Complications. 2014 Mar-Apr; 28(2): 243–251.

Social Media and Medicine

**Using social media to recruit
clinical research participants**

Social Media for Recruiting Potential Clinical Research Participants

An important barrier to successful recruitment is connecting with potential clinical research participants

- Some sites have begun using social media to market their sites and to reach out to people who may wish to volunteer as research subjects.
- Interested patients can ask general questions about types of studies available, trial procedures, risks, and incentives- and if interested, can contact research personnel for more information

- Donahue M. Pharm Executive Blog. [2013-10-27]. *webcite* Patient Recruitment via social media: Lessons learned <http://blog.pharmexec.com/2012/02/13/patient-recruitment-via-social-media-lessons-learned/>
- Grajales FJ et al, Social Media: A Review and Tutorial of Applications in Medicine and Health Care. J Med Internet Res. Feb 2014; 16(2): e13. <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3936280/>

Social Media for Recruiting Potential Clinical Research Participants

179 adults were surveyed through postings in online health communities:

- 84% have never participated in a trial
- 22% would enroll if a drug offered a cure
- 21% would enroll if they could help find a cure.

• 88% said they would prefer to receive clinical trial info online from a doctor

- Donahue M. Pharm Executive Blog. [2013-10-27]. *webcite* Patient Recruitment via social media: Lessons learned <http://blog.pharmexec.com/2012/02/13/patient-recruitment-via-social-media-lessons-learned/>

Social Media for Recruiting Potential Clinical Research Participants

Goal: pilot study to identify patients who had been diagnosed spontaneous coronary artery dissection and recruit them to participate in a clinical study of their condition

Design: An international disease-specific support group on a social networking site was used to identify patients with a medical condition and recruit them to participate in a clinical study of their condition

- **Results:** All 12 participants were recruited within 1 week of institutional review board approval

- Tweet, MS et al. Spontaneous Coronary Artery Dissection: A Disease-Specific, Social Networking Community-Initiated Study. Mayo Clinic Proceedings, 2011-09-01, Volume 86, Issue 9, 845-850

Social Media for Recruiting Potential Clinical Research Participants

Benefits:

- Good for raising general awareness and visibility of your clinical research site

Limitations:

- Unless you pay for advertising, usually does not reach a large number of potential participants
- Regulations make using social media complicated
- Requires a long term commitment

- Gossen, R. Patient Recruitment: 3 Big Challenges With Social Media. Rebar Interactive. <http://rebarinteractive.com/social-media-not-future-study-recruitment/> March 4, 2011
- Gossen, R. 3 Problems Social Media Can Solve for Research Sites. Rebar Interactive. <http://rebarinteractive.com/3-problems-social-media-can-solve-for-research-sites/> March 11, 2011

Social Media and Medicine

Risks and Challenges

First, a few examples...

“A first-year resident films another doctor inserting a chest tube into a patient.

The patient’s face is clearly visible.

The resident posts the film on YouTube for other first-year residents to see how to properly do the procedure.”

Federation of State Medical Boards (FSMB) Report of the Special Committee on Ethics and Professionalism, Model Guidelines for the Appropriate Use of Social Media and Social Networking in Medical Practice
<https://www.fsmb.org/Media/Default/PDF/FSMB/Advocacy/pub-social-media-guidelines.pdf>

“A physician expressed frustration towards a patient who visited the emergency department multiple times for failing to monitor her blood glucose levels.

The physician referred to the patient as ‘lazy’ and ‘ignorant’ on the physician’s blog.

Another patient noted disrespectful language on a physician’s blog.”

Federation of State Medical Boards (FSMB) Report of the Special Committee on Ethics and Professionalism, Model Guidelines for the Appropriate Use of Social Media and Social Networking in Medical Practice
<https://www.fsmb.org/Media/Default/PDF/FSMB/Advocacy/pub-social-media-guidelines.pdf>

April 11, 2015
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Doctor Accused Of Posting Pictures Of Drunk ER Patient On Social Media

The Huffington Post | by Ryan Grenoble
 Posted: 12/06/2013 3:44 pm EST | Updated: 01/23/2014 4:01 pm EST

- *A doctor allegedly took pictures while patient was being treated for extreme intoxication and posted them on Facebook and Instagram*
- *One photo was of the patient crying in the hospital bed attached to an IV with the caption: “#bottle #service #gone #bad”*
- *Patient sued for \$1.5 million*

From http://www.huffingtonpost.com/2013/12/06/photo-drunk-er-patient-social-media-_n_4399686.html

“A concerned patient notes that her physician frequently describes ‘partying’ on his Facebook page, which is accompanied by images of himself intoxicated.

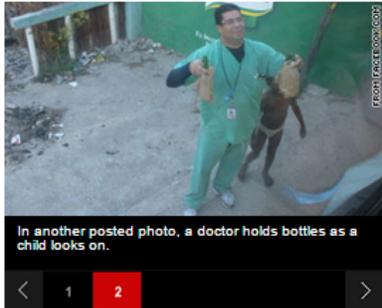
The patient begins to question whether her physician is sober and prepared to treat her when she has early morning doctor’s appointments.”

Part of complete coverage on
Haiti Earthquake

HAITI EARTHQUAKE

Photos of drinking, grinning aid mission doctors cause uproar

February 3, 2010 12:20 p.m. EST



San Juan, Puerto Rico (CNN) -- A humanitarian mission to aid Haitian earthquake victims turned into a major embarrassment in Puerto Rico on Friday as pictures emerged of doctors drinking, mugging for cameras and brandishing firearms amid the victims' suffering.

The ethics committee of the commonwealth's medical board said it was launching an investigation into whether those involved should be disciplined.

Puerto Rican Secretary of Health Lorenzo Gonzalez called the episode "a sad situation."

STORY HIGHLIGHTS

From CNN News:
<http://www.cnn.com/2010/WORLD/americas/01/29/haiti.puerto.rico.doctors/>

Social Media and Medicine Risks and Challenges

A 2009 survey of US medical schools revealed that 60% had incidents of students posting unprofessional online content.

- 52% student use of profanity
- 48% frankly discriminatory language
- 39% depiction of intoxication
- 38% sexually suggestive material
- 13% reported violations of patient confidentiality

• Chretien KC et al. **Online posting of unprofessional content by medical students.** JAMA. 2009 Sep 23;302(12):1309-15. doi: 10.1001/jama.2009.1387.

Social Media and Medicine Risks and Challenges

- A 2010 survey of state medical boards revealed that **92% reported violations of online professionalism** in their jurisdiction.
- One meta-analysis of physician blogs found **almost 17% included enough information about patients for them to be identified**
- Many hospitals, universities, other health care organizations and professional societies **have developed social media policies**

- Federation of State Medical Boards (FSMB) **Model Guidelines for the Appropriate Use of Social Media and Social Networking in Medical Practice** <https://www.fsmb.org/Media/Default/PDF/FSMB/Advocacy/pub-social-media-guidelines.pdf>
- Lagu T, et al. Content of weblogs written by health professionals. 2008. J Gen Intern Med. 23(10): 1642-6.
- Greysen SR, et al. Physician violations of online professionalism and disciplinary actions: a national survey of state medical boards. Under review.

American Medical Association Professionalism in the Use of Social Media

Suggests the following considerations when maintaining a presence online:

- Maintain patient privacy and confidentiality and refrain from posting identifiable information.
- Use privacy settings to but realize that these are not absolute
- Maintain appropriate boundaries of the patient-physician relationship

American Medical Association 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?>

American Medical Association Professionalism in the Use of Social Media

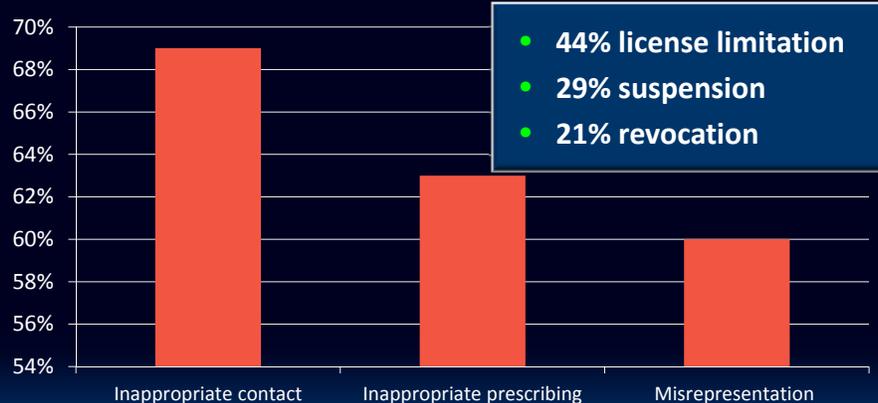
-Continued-

- Consider separating personal and professional content online
- If content posted by colleagues appears unprofessional, bring it to their attention so they may address
- Recognize that online actions and posted content could negatively affect your reputations or have consequences for your career, and undermine public trust in the medical profession.

American Medical Association **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?>

Social Media and Medicine Risks and Challenges

Violations of Physician Online Professionalism reported to State Medical Boards



- Federation of State Medical Boards (FSMB) **Model Guidelines for the Appropriate Use of Social Media and Social Networking in Medical Practice** <https://www.fsmb.org/Media/Default/PDF/FSMB/Advocacy/pub-social-media-guidelines.pdf>
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- Greysen SR, et al. . Physician violations of online professionalism and disciplinary actions: a national survey of state medical boards. Under review.

FSMB Guidelines for Social Media and Medicine

Developed a policy for physicians who use social media and to maintain the public trust by:

- Protecting the privacy and confidentiality of their patients
- Avoiding requests for online medical advice
- Acting with professionalism
- Being forthcoming about their employment, credentials and conflicts of interest
- Being aware that information they post online may be available to anyone, and could be misconstrued

Federation of State Medical Boards (FSMB) Report of the Special Committee on Ethics and Professionalism, Model Guidelines for the Appropriate Use of Social Media and Social Networking in Medical Practice
<https://www.fsmb.org/Media/Default/PDF/FSMB/Advocacy/pub-social-media-guidelines.pdf>

FSMB Guidelines for Social Media and Medicine

Interacting with Patients

- Physicians are discouraged from interacting with current or past patients on *personal* social networking accounts
- Online interaction with patients should only involve discussing the patient's medical treatment within the physician-patient relationship (and never on *personal* accounts)

Federation of State Medical Boards (FSMB) Report of the Special Committee on Ethics and Professionalism, Model Guidelines for the Appropriate Use of Social Media and Social Networking in Medical Practice
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FSMB Guidelines for Social Media and Medicine

Discussion of Medicine with Peers Online

- Physicians should ensure to the best of their ability that professional networks are secure and that only verified users have access to the information.
- Websites should be password protected so that non-physicians do not gain access and view discussions as implying medical advice
- Physicians should also confirm that any medical information from an online discussion is corroborated and supported by current medical research.

Federation of State Medical Boards (FSMB) Report of the Special Committee on Ethics and Professionalism, Model Guidelines for the Appropriate Use of Social Media and Social Networking in Medical Practice
<https://www.fsmb.org/Media/Default/PDF/FSMB/Advocacy/pub-social-media-guidelines.pdf>

FSMB Guidelines for Social Media and Medicine

Privacy/Confidentiality

- Privacy and confidentiality must be protected at all times
- While physicians may discuss their experiences in nonclinical settings, they should never provide any information that could be used to identify patients.
- Postings have the potential to be viewed by many people
- Any breaches in confidentiality could be harmful to the patient and in violation of federal privacy laws, such as HIPAA.

Federation of State Medical Boards (FSMB) Report of the Special Committee on Ethics and Professionalism, Model Guidelines for the Appropriate Use of Social Media and Social Networking in Medical Practice
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FSMB Guidelines for Social Media and Medicine

Disclosure

- If physicians write online about their experiences as a health professional, or post comments on a website as a physician, they must reveal any existing conflicts of interest and they should be honest about their credentials as a physician.

Federation of State Medical Boards (FSMB) Report of the Special Committee on Ethics and Professionalism, Model Guidelines for the Appropriate Use of Social Media and Social Networking in Medical Practice
<https://www.fsmb.org/Media/Default/PDF/FSMB/Advocacy/pub-social-media-guidelines.pdf>

FSMB Guidelines for Social Media and Medicine

Professionalism

- Use separate personal and professional social networking sites
- Report any unprofessional behavior to supervisory and/or regulatory authorities.
- Cyber-bullying by a physician is inappropriate and unprofessional.
- Always adhere to the same principles of professionalism online as offline.

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FSMB Guidelines for Social Media and Medicine

When posting content, physicians should:

- Be aware that any information posted on a social networking site may be disseminated to a larger audience
- Remember that what is said may be taken out of context or remain publicly available online in perpetuity.
- Act professionally and avoid posting information that is ambiguous or that could be misconstrued

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FSMB Guidelines for Social Media and Medicine

When posting content, physicians should:

- Physician writers assume all risks related to the security, privacy and confidentiality of their posts.
- When moderating any website, delete inaccurate information or other's posts that violate the privacy and confidentiality of patients or that are of an unprofessional nature.

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Social Media and Medicine

Engaging with our patients and each other

Social Media and Medicine Some of the potential benefits

- Increase the dissemination and impact of health information.
- Facilitate information sharing.
- Expand reach to include broader, more diverse audiences.
- Personalize and reinforce health messages so that they are better targeted to particular audiences.
- Encourage interactive communication, connection and engagement.
- Empower people to make safer and healthier decisions.

CDC, The Health Communicator's Social Media Toolkit:
http://www.cdc.gov/healthcommunication/ToolsTemplates/SocialMediaToolkit_BM.pdf

Social Media and Medicine

Some ways of using social media

- Write a blog to communicate with our patients and/or each other
- Use social networking sites for finding new patients or potential research participants
- Moderate a message board or other on-line forum for discussion.
- Use a webinar to conduct live meetings, training, or presentations via the Internet.

CDC, The Health Communicator's Social Media Toolkit:
http://www.cdc.gov/healthcommunication/ToolsTemplates/SocialMediaToolkit_BM.pdf

So you'd like to write a blog...

- First, decide who your audience will be (patients vs health care professionals)
- Next, decide what your theme will be
- Find a site to publish your blog (or other social media)
- Commit to posting regularly (weekly, bimonthly, monthly etc)
- Do not ignore comments and feedback- your goal is to encourage conversation
- Moderate responses (some comments are just not appropriate to be posted)

CDC, The Health Communicator's Social Media Toolkit:
http://www.cdc.gov/healthcommunication/ToolsTemplates/SocialMediaToolkit_BM.pdf

Examples of social media topics directed at other health care professionals

- Review of a case
- Journal club
- Appraisal of clinical practice guidelines
- Discussion of an area of uncertainty or controversy
- Conversation with other professionals about challenges of medical practice

Be *extremely* careful about maintaining patient confidentiality

Be careful about 'ranting'....

- Grajales FJ et al, Social Media: A Review and Tutorial of Applications in Medicine and Health Care. J Med Internet Res. Feb 2014; 16(2): e13. <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3936280/>
- Hrynaszkiwicz I, et al. Preparing raw clinical data for publication: guidance for journal editors, authors, and peer reviewers. Trials. 2010;11:9. doi: 10.1186/1745-6215-11-9. <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2825513/>
- Clin Obstet Gynecol. 2013 September ; 56(3): . doi:10.1097/GRF.0b013e318297dc38

Examples of social media topics directed towards patients

- Recommendations for dietary/lifestyle modification
- Answers to common medical questions
- Review of guidelines for screening or treatment options

Make sure to use language the lay public will understand – avoid medical jargon

Be careful to avoid giving medical advice

- Grajales FJ et al, Social Media: A Review and Tutorial of Applications in Medicine and Health Care. J Med Internet Res. Feb 2014; 16(2): e13. <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3936280/>
- Hrynaszkiwicz I, et al. Preparing raw clinical data for publication: guidance for journal editors, authors, and peer reviewers. Trials. 2010;11:9. doi: 10.1186/1745-6215-11-9. <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2825513/>
- Clin Obstet Gynecol. 2013 September ; 56(3): . doi:10.1097/GRF.0b013e318297dc38

Suggestions when engaging with our patients and each other

Top ten **DO's** and **DON'T's** of using social media.....

Suggestions when engaging with our patients and each other

1. **DO** be professional.

- Declare conflicts of interest
- Act with collegiality
- If in doubt , don't post it.

2. **DON'T** forget that...

- Private messages are not always 'private'
There is no guarantee that the information being exchanged is secure and protected.

- Grajales FJ et al, Social Media: A Review and Tutorial of Applications in Medicine and Health Care. J Med Internet Res. Feb 2014; 16(2): e13. <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3936280/>
- Sprey E. The 8 Rules of Social Media for Medical Practices, Physician's Practice. February 11, 2015 <http://www.physicianspractice.com/mobile/8-rules-social-media-medical-practices> accessed 4/10/2015

Suggestions when engaging with our patients and each other

3. **DO maintain professional and personal boundaries.**

- Have separate personal and professional social media accounts
- Be aware of and understand privacy settings.

4. **DON'T provide medical advice on-line**

- Be careful: what you may intend only as general information, a patient may take out of context

- Grajales FJ et al, Social Media: A Review and Tutorial of Applications in Medicine and Health Care. J Med Internet Res. Feb 2014; 16(2): e13. <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3936280/>
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Suggestions when engaging with our patients and each other

5. **DO be careful to avoid disclosure of PHI (protected health information)**

- Don't acknowledge a physician-patient relationship on-line

6. **DON'T address specific patient questions or concerns about their own health care**

- Best addressed in-person, over the phone, through encrypted secure email or secure patient portals

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Suggestions when engaging with our patients and each other

8. **DON'T** post content and then just forget about it

- Being involved in social media is not the same as maintaining a website.
- Update and post new content frequently
- Answer comments

If you don't update content and/or you don't respond, your audience will soon forget you

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Suggestions when engaging with our patients and each other

9. **DO** be engaging

- Be genuine and don't forget who your audience is.
- Encourage others to review your content by saying something interesting
- Discuss your interests with like-minded people
- Foster connections and encourage feed back

10. **DO** have fun and enjoy yourself!

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- Sprey E. The 8 Rules of Social Media for Medical Practices, Physician's Practice. February 11, 2015 <http://www.physicianspractice.com/mobile/8-rules-social-media-medical-practices> accessed 4/10/2015

Thank you!