Implementing Social Media in the Medical Practice: What Physicians Need to Know

- Jennifer Joe, MD
- MMS Annual Physician Practice Resource Center Talk
- Tuesday, September 9, 2014

Our patients are on the internet.
As of January 2014, 87% of American adults use the internet.

- Pew Research Internet Project, Sept 1, 2014
- 87% of American adults use the internet, up from 14% in 1995

As of Jan 2014, 74% of online adults use a social networking site.

- Pew Research Internet Project, Sept 1, 2014
- In September 2013, 42% use multiple social networking sites.
What is social media?
MMS on Twitter

- @MassMedical
- @MMSMediaWatch
- @MassMedicalTech

MMS on Facebook
MMS on LinkedIn

MMS on YouTube
Hospitals are using social media

Definition of Social Media

Social Media
Websites and Internet-based tools that facilitate information sharing among groups of people or the public at large.

Bradley Crotty, MD, "Approve, Deny, or Ignore: Primary Care in the Age of Social Media, Oct 2011
Top Sites for Social Media in 2014

<table>
<thead>
<tr>
<th>Site</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter, Tumblr</td>
<td>Microblogging</td>
</tr>
<tr>
<td>LinkedIn, Doximity</td>
<td>Professional social network</td>
</tr>
<tr>
<td>YouTube, Vimeo</td>
<td>Video</td>
</tr>
<tr>
<td>Pinterest, Slideshare</td>
<td>Interactive education/presentation</td>
</tr>
<tr>
<td>Google+, Facebook</td>
<td>Social network</td>
</tr>
<tr>
<td>Reddit</td>
<td>News sharing</td>
</tr>
<tr>
<td>StumbleUpon</td>
<td>Social bookmarking</td>
</tr>
<tr>
<td>WordPress, Blogger</td>
<td>Blogging</td>
</tr>
<tr>
<td>Disqus</td>
<td>Commenting system</td>
</tr>
<tr>
<td>Foursquare</td>
<td>Social geolocation</td>
</tr>
<tr>
<td>Instagram, Vine</td>
<td>Social photography, minivideo</td>
</tr>
</tbody>
</table>

My priorities for health professionals starting online – for now

From Matthew Katz, “Getting Started In Social Media” shared May 2014
General Consensus from the Medical Community is that there are benefits of social media.

Mass Medical Society

On May 21, 2011, the MMS House of Delegates passed “Physicians and Social Media,” which stated “That the MMS adopt the policy that carefully planned and professionally executed participation in social media by physicians is appropriate, and can be an effective method to connect with colleagues, advance professional expertise, educate patients, and enhance the public profile and reputation of our profession.”
ACP and FSMB

On April 11, 2013, The FSMB and the ACP published “Online Medical Professionalism: Patient and Public Relationships: Policy Statement from the American College of Physicians and the Federation of State Medical Boards” in the Annals of Internal Medicine which stated that “Use of online media can bring significant educational benefits to patients and physicians, but may also pose ethical challenges.”

Medicine has seen the power with the rise of social media stars
Local Celebrity

- Mass Medical Society Committee on Communications member, Dr. Matthew Katz
- Also External advisor for Mayo Clinic Center for Social Media

Mayo Clinic Social Media Health Network

Social Media Residency
Social Media Fellows Program

Welcome to the Social Media Health Network

As social media evolves our social media philosophy holds constant:
We believe individuals have the right and responsibility to advocate for their own health, and it’s our responsibility to help them use social media tools to get the best information, and connect with providers as well as one another.
Help bring the social media revolution to health care, click here. Learn more about Social Media Residency, click here. Engage with other Network members, click here.
For swift responses, email socialmediaoffice@mayo.edu

Register Now for Social Media Week at Mayo Clinic October 20-23, 2014
Learn, exchange ideas, meet new colleagues, and network with ones you’ve known for years.
Welcome to the Social Media Health Network

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From Our Social Media Residency Curriculum

In this video from our curriculum, MCCSM Medical Director, Dr. Farris Timimi discusses "Health Care Social Media and Professionalism."

“To view videos as a Guest, click here.
To learn about becoming a Network Member, click here.

“Capacity to change social media from a potential liability for an organization to one of its most profound assets.”
Social media are pervasive, powerful communications tools

Rapid adoption in healthcare despite poorly defined risks and benefits

More connected = more reward and risk

Research is critical to develop safe effective use in cancer care

Practices are using social media

On May 18, 2011, Physician Practice published "7 Ways to Integrate Social Media into Your Practice."

On July 2, 2014, Physician Practice reports that 37% of physicians and practices use social media to communicate information about themselves and their practices

- 32% use rely on Facebook
- 11% rely on LinkedIn
- 10% rely on Twitter
Goals of today

- Focus on social media to enhance a medical practice
- Benefits to consider when thinking about social media
- Pitfalls to be wary of when thinking about social media

Potential Benefits for practices

- Two big sources of information
- Bryan Vartabedian, MD, blogger at 33charts.com with 20K followers on Twitter
- Russell Faust, MD, PhD with windrivengroup, the first hospital marketing company I’ve seen really do this
Potential benefits of using social media

- Free or inexpensive to use social media
- Opportunity to retain current patients and find new ones
- Opportunity to advertise special services
- Opportunity to see what patients are interested in
- Better connected with patients - compliance with diagnostic and treatment regimen
- Patients will be less needy outside of clinic — will require less time on the phone with the doctor and the nurses

Retain Current Patients

From Lee Rainie, Director of the Pew Internet Project, 10/10/13
Retain Current Patients

The last time you had a health issue, did you get information, care, or support from...

<table>
<thead>
<tr>
<th>Source of Information</th>
<th>Total Yes</th>
<th>Yes, online</th>
<th>Yes, offline</th>
<th>Yes, both</th>
<th>Not a source</th>
</tr>
</thead>
<tbody>
<tr>
<td>A doctor or other health care professional</td>
<td>70%</td>
<td>1%</td>
<td>61%</td>
<td>8%</td>
<td>28%</td>
</tr>
<tr>
<td>Friends and family</td>
<td>60%</td>
<td>1%</td>
<td>39%</td>
<td>20%</td>
<td>39%</td>
</tr>
<tr>
<td>Others who have the same health condition</td>
<td>24%</td>
<td>2%</td>
<td>15%</td>
<td>7%</td>
<td>73%</td>
</tr>
</tbody>
</table>

Source: Pew Research Center’s Internet & American Life Project, August 7-September 6, 2012 Survey. N=3,014 adults. Margin of error for internet users (N=2,392) is +/- 2.6 percentage points.

Retain Current Patients, Find new Ones

- They are looking to their physician for reliable information
- Simple reliable information:
  - Bostonians like to start hiking around May when it finally gets warm. Give Facebook or Twitter updates about Lyme Disease—what a rash looks like, when to appear to the doctor, and how to get treated.
  - June-August is a big allergy season for Boston.
  - October is a big dry skin month. Give Facebook or Twitter updates about eczema and yeast infection.
  - Everyone has sleep problems.
- Patients will like, share, comment, and retweet to their friends and followers
Retain Current Patients, Find New Ones

- Patients LOVE feeling a special connection with their physician
- They love seeing their physician do philanthropic work—publicize when your physicians donates their time to a Homeless Shelter, runs the Boston Marathon for a certain cause, goes to a Disaster Relief site
- They love seeing their physicians as experts—publicize when your physician is speaking around town, at a conference, in a webinar, or publishes a paper
- Patients will like, share, comment, and retweet to their friends and followers

Straight from @Doctor_V

- Video
- Expertise

Bryan Vartabedian
@Doctor_V
Dispatches from the frontline of technology and medicine | Baylor College of Medicine digitalist | Guarded technoutopian | Eternote evangelist
📍 The Woodlands, Texas
🔗 33charts.com
🔗 Joined November 2008
Find the Best Provider for You

One Medical attracts the highest quality primary care physicians and providers in the country. Our board-certified, experienced medical professionals can manage everything from preventive medicine to acute care and chronic conditions.

Indira Kanauy, DO
Jenam
Pain and Lyme Health
Cardiovascular Disease

Linnea Meyer, MD
Massachusetts General Hospital
Invasive Medicine
Women’s Health

Lee Orsak, PA-C
Northeastern
Pain Management
Stress Management

Find new patients, Educate, Advertise Special Services, and increase your SEO!

Ear Wax

Never put anything smaller than your elbow in your ear! Cotton swabs are for cleaning belly buttons, not ears. You have probably heard these admonitions from relatives and doctors since childhood... read on to find out what they meant.
Better Connected with Patients - Increased Compliance

Self Treatment For Earwax

Most cases of ear wax blockage respond to home treatments used to soften wax if there is no hole in the eardrum. Patients can try placing a few drops of mineral oil, baby oil, glycerine, or commercial ear wax removal drops, such as Debrox®, Mack's® Wax AwayTM, Murine®, or Physicians’ ChoiceTM in the ear. These remedies are not as strong as the prescription wax softeners but are effective for many patients. Rarely, people have allergic reactions to commercial preparations. Detergent drops such as hydrogen peroxide or carbamide peroxide may also aid in the removal of wax. Patients should know that rinsing the ear canal with hydrogen peroxide (H2O2) results in oxygen bubbling off and water being left behind-wet, warm ear canals make good incubators for growth of bacteria. Flushing the ear canal with rubbing alcohol displaces the water and dries the canal skin. If alcohol causes severe pain, it suggests the presence of an eardrum perforation.
Patients Less Needy Outside of Clinic

When Should I See My Doctor?

If you are uncertain whether you have a hole (perforation or puncture) in your eardrum, consult your physician prior to trying any over-the-counter remedies. Putting eardrops or other products in your ear in the presence of an eardrum perforation may cause an infection. Certainly, washing water through such a hole could start an infection. In the event that the home treatments discussed in this leaflet are not satisfactory, or if wax has accumulated so much that it blocks the ear canal (and hearing), your physician may prescribe eardrops designed to soften wax, or he may wash or vacuum it out. Occasionally, an otolaryngologist (ENT specialist) may need to remove the wax using microscopic visualization.

Other Possible Causes of Hearing Loss

- perforated eardrum
- middle ear infection (otitis media)
- external ear infection (otitis externa)
- acoustic trauma

Patients Less Needy Outside of Clinic

- Hours of Operation
- Special holiday hours
- When certain physicians are on vacation
- Policy on medication refills
- Policy on insurance
- Expected forms to complete
Opportunity to see what Patients are interested in

- [American College of Physicians, Massachusetts Chapter](http://www.acponline.org/pressroom/acp_unveils_new_logo.htm) shared a link
- [ACP Unveils New Logo and Tagline | ACP](http://www.acponline.org)

Hear more about the new ACP logo!

http://www.acponline.org/pressroom/acp_unveils_new_logo.htm

Pitfalls to be wary of

- [www.russellfaust.com](http://www.russellfaust.com)
- "Social Media Starter Guide for Docs"
- Accessed 9/2/14

It's important that you stay out of trouble, both with the policy of your organization, and with the policies of HIPAA. Regardless of the specifics of your organization's policy, here are a few common-sense tips to stay on the right path:

* **Never** give medical advice online.

* **Never** use ANY identifying information when describing a patient scenario in the digital world. For example, if you say that you treated a woman in the ER today with a particular set of symptoms, her family or friends may recognize exactly who you are discussing. That's a HUGE no-no! ANY patient scenario that you discuss must be completely generic, and de-identified.

* **Never** pursue an argument in social media. If you receive a complaint, take it off-line. DO follow up, but don't do it publicly. Include your organization's patient-rep or liaison early in this process in order to optimize patient experience and satisfaction.

* **ALWAYS** maintain a positive tone, and always keep in mind:

Remember: Digital is forever. Everything that you say in the digital world will be forever “findable,” even if you then delete it. So be mindful of your tone and your content. Once it’s out there, it’s there forever.
Tricky Questions

- What to do when a patient reports an adverse event?
- What to do when a patient reports physician misconduct?
- What can a physician or practice legally do if a patient has wrongly accused or disparaged a physician over social media, like Yelp or Healthgrades?

Patient reports Adverse Event

- “If the social media post about an adverse event is from a patient in the physician’s practice then I think the ethical and appropriate thing to do might be to contact the patient for more information, address the situation, and then forward the details of the adverse event to FAERS (FDA Adverse Event Reporting System) or the drug manufacturer; the patient can be encouraged to do that, as well.”
- “If the social media post is not from a patient in a physician’s practice, but directed at the physician through LinkedIn or by a Twitter follower for example, the right thing to do might be to encourage the patient to contact his/her doctor to address the issue and to report it.”
Patient reports physician misconduct

- "If the post is about physician misconduct, the patient should be directed to contact the state medical board where they live."

Wrongful Disparagement of a Physician

BC, Worcester, MA

I would NOT recommend this practice. My reasons are as follows.

1. "Bait & Switch."

As a recent transplant to Boston I needed to find a new PCP. They advertised on line as a "no drug plan" PCP so we could stay with our insurance. At our first appointment the provider announced he was indeed a "no plan" provider but that he would accept our insurance, which he did not. He then abruptly ended our visit. This was very disappointing for my wife and I, who have both had bad experiences with physicians. Also, the office staff were very rude, and the wait time was extremely long.
Wrongful Disparagement of a Physician

- Do NOT react!

Wrongful Disparagement of a Physician

- “As for wrongful disparagement of a physician (your second question) in a social media post or online by a patient, options may be limited. Some websites provide an opportunity for the physician to give his/her point of view or to respond to the disparagement.”

Humayun Chaudhry
@FedMed
Humayun Chaudhry is an internist who is President and CEO of the Federation of State Medical Boards (FSMB).
📍 Euless, Texas
Joined January 2012

@FedMed1
Wrongful Disparagement of a Physician

- Mayo answer is “Solution of Pollution is Dilution.”
- Rather than trying to eliminate negative reviews, create positive content so that the first and second page of Google is positive.
- For physicians, never admit that you took care of the patient, as this is a HIPAA violation.

Avoid the Streisand Effect

- In 2003 Barbra Streisand learned about a photograph of her beachfront Malibu mansion that was posted on the Internet.
- The photograph was from a series of government-sanctioned aerial photographs called the California Coastal Records Project documenting the California coastline to document coastal erosion for scientific and research purposes.
- Streisand considered the photograph to be a violation of her privacy and she sued the photographer for ten million dollars in damages and sought a court order to censor the photograph from further publication.
- As a result of the lawsuit, the photograph went viral, remained accessible, and gained an exponentially greater amount of exposure than it ever would have if Ms. Streisand simply let it be.
The Science Behind The Success Of The ALS Ice Bucket Challenge

Well, it looks like it is finally calming down. Patios are being cleaned off. Ice buckets are being put away. But only after the ALS Ice Bucket Challenge generated more than $100 million in donations in a single month, a staggering amount considering the organization took in only $2.5 million for all of 2013. How in the world did this happen?
Mark Zuckerberg challenged Bill Gates to dump a bucket of ice water on his head to raise awareness for ALS. According to Bill Gates:

"I’m always up for a challenge. Now I’m passing it on to On Air with Ryan Seacrest, Chris Anderson from TED, and Elton John. You have 24 hours..."