HCCS Expert Webinar:
Enter Title Here

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HCCS Overview

- Since 1998
- Focused exclusively on healthcare compliance, competency and quality improvement
- Create and deliver highest quality online courseware
- Extensive Training Experience
  - > 600 clients
  - > 2,000,000 Registered Users
  - > 7,000,000 training hours delivered
  - 96% average completion rate
- SimPL – Simple Platform for Learning
- COI-SMART
  - Installed in >200 locations

HCCS
Experts in Healthcare Learning

COI-SMART
System for the Management and Real-time Tracking of Conflicts of Interest

SimPL
Simple Platform for Learning
Social networking sites such as Twitter, Facebook, and LinkedIn have become increasingly popular places to post opinions and to network with colleagues and the public. They are popular because:

- Opportunity to Meet New People
- Social Networking Sites are User-friendly
- Join Groups that Share your Interests
- They are Free to Use
- Job Market
- Helps Businesses to Reach Out
Social Media – Popularity Risk

- One inappropriate post could bring a range of legal liabilities and unforeseen consequences for your facility and staff. These consequences can include:
  - Federal and state regulatory violations and fines, the illegal release of patient information, a damaged reputation, negative publicity, the loss of patient trust, lowered staff morale and the loss of business.
  - An organization’s success relies on all employees understanding these risks and acting with integrity and responsibility when using social media.

Social Media Definitions

- **Social Media** are the platforms that enable the interactive web by engaging users to participate in, comment on and create content as means of communicating with their social graph, other users and the public.
  - **Social Graph** - the global mapping of everybody and how they're related
Social Media – Pick One or All

- **Social media** broadly defined consists of any online platform or channel for user generated content.
- **Social media** are primarily Internet-based tools for sharing and discussing information among human beings.
- **Online technologies and practices** that people use to share opinions, insights, experiences, and perspectives with each other.
- A place to **hang out and communicate** with your own networks of contacts, friends and peers about stuff that interests you.
- **Media that allows discussion and interaction**, as opposed to broadcast only.

Social Media - It is a thing of Opposites

Compelling and annoying,

Time wasting and time efficient,

Useful and useless.
Poll Question

Which social media sites do you personally use? (check all that apply)

- Facebook
- Twitter
- YouTube
- LinkedIn
- Google+

How many Social Media sites exist?
Every Minute of Every Day:

- 100,000 tweets are sent
- 2 Million queries are searched on google
- 48 hrs of video are uploaded to YouTube
- 684,478 pieces of content are shared on Facebook
- 3,600 photos are shared on Instagram

Source: http://www.mediabistro.com/alltwitter/100-social-media-stats_b33696

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You Tube

- 1 billion unique users visit monthly
- Over 6 billion hours of video are watched each month
- According to Nielsen, YouTube reaches more US adults ages 18-34 than any cable network
1 Billion Users
1 Out of Every 5 Internet Page Views
58% of Users Return Daily
50% of Smartphones Connect Hourly
25% of consumers who complain about products on Facebook or Twitter expect a response within 1 hour

Linkedin

- 200 million members
- 200 countries
- Largest Professional Networking site

TRUST IN LINKEDIN

87% Trust LinkedIn as a source of information affecting decision making
49% Find LinkedIn to be a good source for word of mouth information on brand experiences

Source: Survey of 1,900 LinkedIn members, 5/2012
200 Million Users
400 Millions Daily Postings (Tweets)
1 Million New Accounts Daily
25% of consumers who complain about products on Facebook or Twitter expect a response within 1 hour

Google +

- 70% of brands have presences on Google+, up 4% from Q4 2012 (source: Simply Measured)
- 41% of online business-to-consumer marketers use Google+, compared to 39% for business-to-business (source: Brafton)
- 12% of social media log ins by online retailers are with Google+ (source: Gigya)
- Facebook’s share of social logins dropped from 54% to 49% during 4Q12, while Google’s share increased from 25% to 31% (source: Janrain)
90% of US online specialty retailers use Pinterest, up from 81% in 2012 (source: L2)

69% of brands have presences on Pinterest, up 10% from Q4 2012 (source: Simply Measured)

25% of online US women use Pinterest, compared to 5% for men (source: Pew Research Center)

Instagram

Instagram users upload 40M photos to the site each day (source: Nielsen)

59% of brands have presences on Instagram, up 9% from Q4 2012 (source: Simply Measured)

17% of teens say Instagram is the most important social network, up from 12% in 2012 (source: Piper Jaffray)
Why Social Media in Healthcare?

- Promote your facility and capabilities
- New and effective ways to communicate with patients and the community besides email/advertising
- Growing – not going away
- Direct connections to patients not achievable in any other way
- Interactions not achievable in any other way

How is Social Media Being Used

- Live Procedures – Streaming Surgeries
- Training and Conference Discussions
  - (HFMA, HCCA has “tweets” in conference)
- Reach Mainstream Media
- Communicate During Crisis
- Provide Accurate Information to Patients
- Posting Community Events
- Reach Trial Participants
- Patient Engagement
Poll Question

Has your organization trained staff on the proper use of social media?

- Yes
- No
- I don’t know

Upside - Downside

- So many of the issues we have covered are the positives of why you should have a presence in Social Media sites,
- What are the downsides of social media, who should care and what should we do to reduce our risk with social media?
- Does the line of personal social media cross over to a professional risk?
**Why should you care?**

In healthcare facilities, improper use of social media can cross the line from inappropriate to illegal

All staff members must know what is acceptable social media behavior

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**Why should you care?**

- Social media risks include:
  - Release of private company information
  - Improper photos of staff and customers (patients)
  - Release of private employee information
  - Online bullying
  - Hurt feelings/morale
  - Offensive on religious, gender, sexual orientation or other grounds
  - Portray facility in unfavorable terms
  - Improper access to network/computer virus
  - More....
Why should you care?

- HIPAA Privacy Rule
  - Protects all identifiable information held or transmitted by covered entities or business associates in any form

Why should you care?

For most social media users there is no separation between personal use and business use

This leads to: The belief that it’s OK to post pictures of and discuss a relative that’s a patient on social media.
Several employees at a large healthcare system have been terminated over a picture posted on Facebook. News reported that an off-duty health system employee was in the emergency room when he saw an attractive female. He took a picture of her back side and posted it on Facebook. His message read, "I like what I like." The woman was not identified and her face could not be seen. People have to be careful about what they post, even if the person isn't named. "Even though that might seem irrelevant to us, it can still be identifying to other people, especially to audiences on social media." The employee who posted the picture was fired and so was everyone that liked it. Organization reported that it "Took appropriate action."

Who should care?

- C-Suite
- Compliance
- Privacy/Security
- HR
- Risk Management
- Education
- IT
- Marketing
- Entire staff
Poll Question

Does your organization have a social media policy in place?

- Yes
- No
- I don’t know

Social Media Policy

- Does your policy extend to outside of work?
- Does your policy include social media postings about co-workers?
- Does your policy have information about Supervisor behavior?
- Does your policy include cell phone camera use?
- Do you have policies that cover patients, family members and guests?
Social Media Policy

12 Word Social Media Policy

Don’t Lie, Don’t Pry
Don’t Cheat, Can’t Delete
Don’t Steal, Don’t Reveal

-- Farris Timimi, M.D., medical director for the Mayo Clinic Center for Social Media.

http://socialmedia.mayoclinic.org/2012/04/05/a-twelve-word-social-media-policy/

SCCE – October 2013

- Caroline McMichen, Chief Ethics and Compliance Officer, Molson Coors Brewing Company, Best practice tips for safe and responsible social media use.
- 1. Be Transparent – Don’t expect anonymity
- 2. Be Judicious – Not everything should be shared
- 3. Be Knowledgeable – Don’t post about what you don’t know
- 4. Be Conversational – Write in your own voice
- 5. Be Responsible – You are personally responsible for what you post
Industry is always a little ahead of Healthcare
From SCCE conference in October 2013

- 'Recent studies show that compliance officers may not be focusing on emerging risk areas such as social media and privacy issues,' Stephen Cohen, associate director, SEC Division of Enforcement.

- 'Go social: Using social media for compliance training success.' Stefani Dawkins, manager, Enterprise Compliance, Business Engagement, Cisco Systems showed how companies could begin mitigating some of the risk associated with social media by implementing a strong training program.

Education is key

- Highly engaging and interactive elements with case examples
- Branding and embedding of policies
- SCORM and AICC compliant for easy integration into LMS
- Providing a final assessment with certificate of completion
- Course should be updated at least annually to keep up with the changing technologies
Example

RESPONSIBLE USE OF SOCIAL MEDIA IN HEALTHCARE
Module 1: Social Media Risks and Benefits
Module 2: Responsible Management of Social Media
Assessment

Example Training with Benefits

RESPONSIBLE USE OF SOCIAL MEDIA IN HEALTHCARE
Module 1: Social Media Risks and Benefits

Benefits of Social Media in Healthcare

Although there are pitfalls in using social media in a healthcare setting, there are also many benefits. These benefits are moving beyond just marketing services. The trick is to know when a social media use is appropriate and when it is not appropriate.

For example, according to a survey conducted by Price-Waterhouse Coopers, patients want to be able to do more than “follow” or “like” social media content. They want to be able to manage their healthcare in the form of scheduling online appointments, asking and getting answers to questions, and getting referrals to specialists.

Take a moment to see how a few healthcare organizations are reaping the benefits of using social media.

Social media is a great communication tool! My health plan uses it to publish our community educational offerings such as asthma and diabetes education classes. We also provide information on a variety of support groups and free public screenings. Our Community Resources staff responds to questions for a more personal touch.

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Sample of Training – Knowledge Check

Steps for Manage and Reducing Risk

- Establish a Policy
- Provide Education and Training
- Set Appropriate Expectations
- Be Consistent
- Involve Management
Question and Answer

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