

Pennsylvania Academy of Family Physicians Foundation

Pittsburgh CME Conference

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Using Social Media for Communicating with Patients:

Legal and Practical Aspects *(Patient Safety)*

Susan Orr, Esq. and Robert J. Tribeck, Esq.

Rhoads and Sinon, LLP, Exton, PA

Disclosures:

Speakers have no disclosures and there are no conflicts of interest.

The speakers have attested that their presentation will be free of all commercial bias toward a specific company and its products.

The speakers indicated that the content of the presentation will not include discussion of unapproved or investigational uses of products or devices.

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FAMILY PHYSICIANS**

**Legal and Practical Aspects of Using Social
Media in the Treatment of Patients**

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| Susan B. Orr, Esquire Rhoads & Sinon LLP 29 Dowlin Forge Road Exton, PA 19341 Tel.: (610) 423-4200 Email: sorr@rhoads-sinon.com | Robert J. Tribeck, Esquire Rhoads & Sinon LLP One South Market Sq, 12 th Floor Harrisburg, PA 17108 Tel.: (717) 237-6701 Email: rtribeck@rhoads-sinon.com |
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One South Market Square, 12th Floor • P.O. Box 1146 • Harrisburg, PA 17108-1146 • ph: 717.237.5731
29 Dowlin Forge Road • Exton, PA 19341 • ph: 610.423.4200 • fax: 610.423.4201
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Disclosure

- Susan Orr, Esq. has no conflict of interest, financial agreement, or working affiliation with any group or organization.
- Robert Tribeck, Esq. has no conflict of interest, financial agreement, or working affiliation with any group or organization.

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The HIPAA Security Rule requires you to:

- Ensure the confidentiality, integrity and availability of all electronic protected health information (ePHI) the you create, receive, or transmit;
- Protect against any reasonably anticipated threats or hazards to the security or integrity of such information; and
- Protect against any reasonably anticipated uses or disclosures of such information.











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HIPAA Security Rule Requires that you maintain:

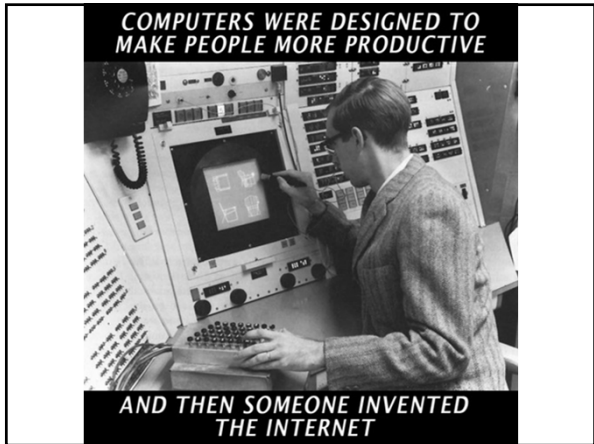
- Administrative, physical and technical safeguards to ensure the confidentiality, integrity and security of ePHI
 - Development of policies and procedures
 - Staff training
 - Protect against theft, environmental hazards
 - Use of encryption, anti-malicious software and firewalls

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Mobile Devices: Tips to Protect and Secure Health Information

| | |
|--|---|
|  Use a password or other user authentication |  Keep security software up to date. |
|  Install and enable encryption. |  Research mobile applications (apps) before downloading. |
|  Install and activate wiping and/or remote disabling. |  Maintain physical control of your mobile device. |
|  Install and enable a firewall. |  Use adequate security to send or receive health information over public Wi-Fi networks. |
|  Install and enable security software. |  Delete all stored health information before discarding or reusing the mobile device. |

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R.I.P. Web 1.0... *(you had a good run)*

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vine

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At/about work...

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Mercy -- Mashed potatoes and facebooking at work are making this hangover a little bit better.
 about an hour ago · Comment · Like

Diane Have you forgotten your boss is also on facebook?
 about an hour ago

Mercy Yes. Sorry, Diane! :(
 about an hour ago

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Eric This Job!!!
 2 hours ago · Comment · Like

Bob That's fine. Fuck your job, then. I'll give it to someone who doesn't get on Facebook during the work hour. Did you forget we're friends on here?
 2 hours ago · Like

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Courtney finds so many things sad and pathetic, but nothing as much as her former company. Hold on, I need to go become a fan of all their pages.
 5 hours ago · Comment · Like

Paul Former? When was that? Didn't you just get promoted?
 5 hours ago

Matthew She means the company for whom she was supposed to set up a social media presence. You should join those pages Courtney, to see how the person who replaced you is doing your job properly after you were fired.
 5 hours ago

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About the boss...

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Taylor [redacted]
I HATE MY BOSS
Like · Comment · 5 hours ago near Lucia · 🌐

like this.

Lizzy [redacted] Dido [redacted]
5 hours ago via mobile · Like · 🍷 1

Jeremy [redacted] You do realize we're friends on fbook right?
about an hour ago via mobile · Unlike · 🍷 1

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Mandy [redacted] ughhh why am I up at SAM! What kind of moron opens his business at 6 am?!

3 hours ago · Comment · Like

Richard [redacted] I am up too! but I am about to go to bed :)

2 hours ago · Like

Paul [redacted] The moron that pays you... well not for long.

2 hours ago · Like

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My boss is such a jerk! He is a selfish, low life prune that doesn't deserve me!

Like · Comment · Share · Promote ·

I completely agree, I don't deserve you. You have 12 hours to clear out your office, and clock out for the last time. Talk to me tomorrow about getting you your last pay check. lamebook.com

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Social Media: It's Not Just for Your Kids Anymore

Communication with Patients
Communications with Colleagues
Marketing

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Getting Started: Do they Sell Social Media for Dummies?

Social networking policies
Disclaimers and Notices
Safeguards

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Technology

Personal Phone?
Personal iPad or Computer?
Security?

Standards of Care Issues

Questions?
