

SOCIAL MEDIA GONE WRONG

PART II



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As you've learned, social media can provide opportunities for positive engagement with the digital community.



BUT BEWARE!

Improper use of social media in a healthcare environment may lead to HIPAA violations which could prove costly if you're not careful.

HIPAA PRIVACY RULE - WHY IT MATTERS

The HIPAA Privacy Rule is in place to help protect the identity and health information of patients. A violation of the HIPAA Privacy Rule can result in fines upwards of \$50,000.

COMMON VIOLATIONS OF THE HIPAA PRIVACY RULE INVOLVING SOCIAL MEDIA⁴

- Sharing images/video of patient without written consent
- Gossiping about patients
- Sharing information that identifies the patient
- Sharing images/video in a healthcare facility where patients and/or their information is visible
- Sharing content on social media in private groups

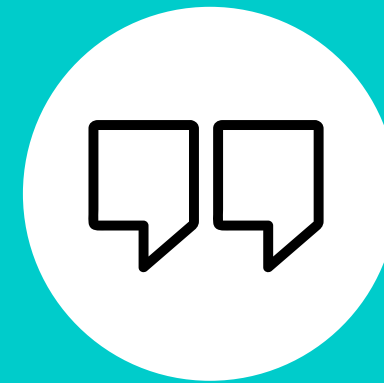
SCENARIO 1

CAR CRASH CLAIMS A LIFE⁵

- An individual was killed in a three person one car only car crash.
- Police announced that the individual who died did not wear a seatbelt.
- Nurse posted on Facebook "Should've worn her seatbelt."
- She also responded to a comment that the car crash victims were brought to the ER where she worked.

CONSEQUENCE TO HEALTHCARE WORKER

The nurse lost her job and had a tarnished professional reputation.



" She should've worn her seat belt..."

SCENARIO 2

PHYSICAL THERAPY PROVIDER USES PATIENT PHOTOS AND TESTIMONIALS WITHOUT PROPER WRITTEN CONSENT ⁷

- Used full names and full faces of patients without proper written consent
- Did not have safeguards in place to ensure marketing practices did not violate HIPAA

CONSEQUENCE TO HEALTHCARE PROVIDER
\$25,000 fine, required to implement a corrective action plan, and annual reporting of compliance efforts for a one year.



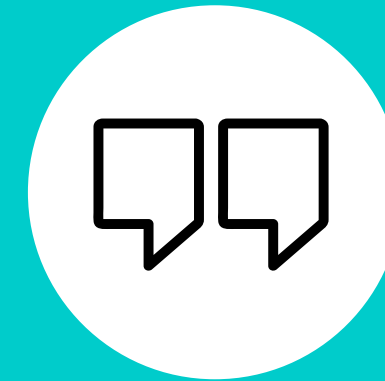
SCENARIO 3

NURSE DOESN'T BELIEVE IN VACCINATIONS EXPOSES PHI IN FACEBOOK GROUP ⁶

- Long time nurse treats child with Measels
- Surprised to see the disease she took to a Anti-Vaxxers Facebook group to express her concern with the child's experience and was contemplating her belief in not vaccinating her own children
- A parent of another patient was able to identify her child was at the same hospital the nurse worked at due to her profile information and became concerned of exposure of contagious disease

CONSEQUENCE TO HEALTHCARE WORKER

The nurse lost her job.



"I think it's easy for us nonvaxxers to make assumptions but most of us have never and will never see one of these diseases," the self-identified nurse wrote, according to the screenshots. "[F]or the first time in my career I saw measles this week. Actually most of my coworkers and the ER docs saw measles for the first time as well. And honestly, it was rough. The kid was super sick. Sick enough to be admitted to the ICU and he looked miserable."By no means have I changed my vax stance, and I never will. But I just wanted to share my experience and how much worse it was than I expected,"