KHA Noon Briefing

Hospitals and Social Media: Risks and Rewards

May 4, 2010
Kansas Hospital Panel

• Children’s Mercy Hospitals and Clinics
  – Shawn Arni, Director of Marketing and Public Relations
  – Mikki Massey, MSA, Privacy Compliance Officer

• Lawrence Memorial Hospital
  – Deborah Thompson, Vice President, Human Resources
  – Jeff Novorr, Vice President, Compliance
  – Becki Carl Stutz, Student Volunteer Coordinator

• Saint Luke Hospital and Living Center, Marion
  – Mike Norris, Marketing Director

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Overview

- How social media is being used in Kansas hospitals.
- How to avoid potential risks.
- Practical ideas for developing hospital social media policies and procedures.
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Social Media

• Stake your claim
  – Secure your identity online

• Watch and listen
  – Tools available to help

• Prepare to respond
  – Plan ahead
Stake Your Claim

- Discover what is already out there
- Create social media guidelines
- Educate staff and visitors
- Designate a person in charge
- Protect your name
- Create your own accounts

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Watch and Listen

• Social Media - 17 % of all Internet use
• What is being said about you?
• Google News Alerts
• www.google.com/analytics
• www.blogsearch.google.com
• www.technorati.com
• www.search.twitter.com
• www.twist.flaptor.com
• www.spezify.com
www.tweetgrid.com/grid
Prepare to Respond

• Learn in advance how to contact social media outlets
• Have hospital policies in place to deal with internal issues
• Develop scenarios
• Develop internal and external messages
• Create communication response plan
Children’s Mercy Hospitals and Clinics

Mikki Massey, MHA, CHC, Privacy Officer
Shawn Arni, Director of Marketing and Public Relations
You Tube Channel
Facebook
Sun exposure tips: http://bit.ly/cZtBzd

Sunburn 101 from CMH: http://bit.ly/aWj8A


And excessive UV exposure is related to a depressed immune system, which can lead to a higher rate of infection.

Eye damage is also caused by UV exposure.

General skin damage, which leads to wrinkles and other negative effects, is related to UV exposure.

There are other dangers to Ultraviolet (UV) exposure besides skin cancer.

The Ultraviolet A (UVA) levels in tanning beds are 10 to 15 times higher than in natural sunlight, making a tanning bed even more dangerous.

The Ultraviolet B (UVB) levels in a tanning bed are similar to those in natural sunlight.

According to the American Academy of Dermatology, 35% of females have used a tanning bed by age 17.
Policies and Guidelines

• Original Policy was a revision of existing Internet Use Policy.
• Provided guidelines for creating a hospital-sponsored social media site, Web site or blog.
• Created application process that required approval by VP and Community Relations.
  – Community Relations access to the account was required
  – Must post at least once every two weeks
  – Provided guidelines for content
Issues and Concerns

• Employee use of social media
  – Managing Risks
    • HIPAA, copyrights and other legal
    • “Friending” patients
    • Live events
  – Managing Time
    • Employee productivity
    • Patient perception
  – Managing Reputation
    • Guidelines for appropriate content
    • Transparency and disclaimers
    • Rules of engagement
  – Managing Resources
    • Staff time
    • Bandwidth concerns
Social Media Team

- Privacy Officer
- Corporate Compliance
- Human Resources
- Patient Advocate
- Community Relations
- Technology Development
- Ambulatory Services
- Graduate Medical Education
- Patient Care Services
- Medical Research
- Internet Services
- Information Technology
- Allied Health
- Legal Affairs
- Medical Informatics
- Child Life/Family Advisory Board/Volunteers
Next Steps

- Finalize Policy
- Educate Managers and Staff
Lawrence Memorial Hospital

Deborah Thompson, Vice President, Human Resources
Jeff Novorr, Vice President, Compliance
Becki Carl Stutz, Student Volunteer Coordinator
Facebook Facts

• 73% of adults online are on Facebook

• Over 400,000,000 million people on Facebook
  – Nearly 113 million in US
  – Fastest growing demographic: Women 55+
LMH Gift Shop

Thanks to those who came and registered at the Bone Marrow Drive yesterday. We had 554 donors who successfully completed the process. 2 hours ago

What's on your mind?

LMH Gift Shop

Only 10 days until Mother's Day...Come on by and check out our great selection of gifts!

Yesterday at 10:30pm · Comment · Like · Promote

belinda kehmer

Please stop tempting me :)!

Yesterday at 11:05pm · Delete · Report

Write a comment...

LMH Gift Shop

Please consider joining us at LMH tomorrow to become a registered bone marrow donor.

NoTrauma | WellCommons
Fans to the Gift Shop Page

Total Fans


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LMH Social Networking Policy

• The purpose of this policy is to provide LMH employees, volunteers, contract staff, and physicians the requirements for participation in social media, both LMH hosted and Non-LMH hosted,

• in which the participating individual’s affiliation with LMH is known, defined, or presumed. LMH respects your right to communicate in the public arena, but reminds you of the need to always act in a responsible and professional manner.
Evolution of the Policy

• Influencing Factors:
  – Increased access to desktop computers and smart phones
  – Lawrence, KS demographics
  – LMH’s becoming increasingly “wired” with clinical and other systems

• Key events:
  – Staff questions about internet use and boundaries
  – Questionable postings by a few staff members
Referenced Policies

- All policies and procedures that apply to other LMH communications apply to communications on social networking sites, journals, blogs, and the like. These include, but are not limited to:
  - Service Excellence Standards
  - Relationship Based Care Standards
  - PRIDE Values
  - Code of Conduct
  - Responsible Use Policy – 8110-002
  - Internet and E-Mail Policy – 8110-001
  - De-Identified Information – 8060-007
  - Photographs, Audio Recording, and Videotaping for Medical Use – 1010-012
  - Solicitation and Distribution – HRP-32
  - Harassment – HRP-63
LMH – Related Sites

• Individuals or departments who wish to host a social networking site from LMH must obtain approval from the Director of Community Relations.
Applies Anywhere…

• If you participate in communication online via any online blogs, journals, or use any other social networking tools, this policy applies if your identity as an LMH Associate is known, defined or presumed.

• The policy applies regardless of whether the access to the online tool takes place at work or outside of work.
Specifics

• Participating individuals are expected to adhere to LMH policies and procedures.

• Participants may not post any comments or material that is obscene, defamatory, profane, libelous, threatening, harassing, abusive or embarrassing to another person or organization.

• Participants may not post content or conduct any activity that fails to conform to any and all state and federal laws applicable to LMH. Copyright laws must be adhered to, ensuring users have permission to use or reproduce any copyrighted material owned by others.
What about HIPAA?

- Any posting that contains information that has the potential to identify a patient is a violation of HIPAA Federal privacy laws.
- Patient identifiers come in many varieties, including, but not limited to diagnosis, age, or room number.
- Because most social networking entries are automatically date and time stamped, that is further information with which a patient may be identified.
- Individuals may not use or disclose any patient identifiable information of any kind, including photographs, on any social media site without the written permission of the patient.
- Written permissions consist of a standard release of information, which will become a part of the medical record.
Values

• Your comments are a reflection of LMH to anyone reading your posting. It is up to each of us to choose the attitude we bring to our jobs, and that carries over into how we represent LMH to our community, in person or via the internet.

• Associates must not say or suggest that the views and opinions they express related to LMH and other health care topics represent the official views of LMH.
Mandatory Computer-Based Training

• Objectives:

1. Define “social networking.”
2. State LMH guidelines for associates who use social networking sites.
3. Identify potential dangers of participating in social networking.
Facebook Owns It…

Have you ever read Facebook’s “Statement of Rights and Responsibilities” regarding “Sharing Your Content and Information”? Interesting, yet frequently overlooked.

Facebook owns your content. All of it. Forever. . .
Identity Theft

- Guard your financial and other sensitive information.
- Picture social networking sites as billboards in cyberspace.
- Think twice before clicking on links or downloading attachments in emails.
- Protect your computer.
St. Luke Hospital and Living Center

Critical Access Hospital

Mike Norris
Marketing Director
Facebook Page

St. Luke Hospital and Living Center The following photos/renderings give an inside view of the hospital's building project. More photos will be added as time goes on. As of now, construction will begin in the spring of 2010.

St. Luke Hospital Renovation
January 12 at 8:35am · Comment · Like

Karon Hess cool!
January 12 at 6:04pm

St. Luke Hospital and Living Center St. Luke Hospital Auxiliary has pledged $125,000 to St. Luke Hospital's building project. Wow! Thank you so much! More information on the donation and the building project will be updated on the page soon!
January 7 at 9:07am · Comment · Like

Brenda Larson Yahoo!!!
January 7 at 3:07pm

Johnsie Just Boller Cheers for the auxiliary
January 7 at 5:29pm

Jeremy Armstrong I have never worked with a more dedicated and supportive auxiliary than the one in Marion.
January 7 at 7:37pm

Johnsie Just Boller While in high school I started my nursing career at St Luke under the watchful eye of the sisters and Dr RR Melton. During my years in nursing school at Halstead I would return and work during my vacations, etc. I have many fond memories of the time I worked there. I will enjoy following on facebook. Johnsie (Just) Boller
January 2 at 7:44am · Comment · Like · Report

St. Luke Hospital and Living Center Johnsie, thank you for sharing your memories with all the St. Luke fans. Also, you have won a prize for becoming the 100th St. Luke Facebook fan! Congratulations.
Operation: You Can Do It!

Sign up for Facebook to connect with Operation: You Can Do It.

Name: Operation: You Can Do It
Category: Sports & Recreation - Outdoor Sports
Description: This group represents the hard-working employees at St. Luke Hospital in Marion, KS who have decided to promote health and wellness to the community by actions and not just words! You Can Do It!!!
Privacy Type: Open: All content is public.

Email: mike.norris@slhmarion.org
Office: 620-381-3444
Location: Marion, KS

So far, 31 St. Luke Hospital employees have signed up to run or walk a 2-mile or half-marathon, Saturday Aug. 14 in Marion, KS. The event is called "Run For Your Momma," and his hosted by MOPS (Mothers of Pre-schoolers) of Marion.
Background

- Facebook page created in Oct. 2009.

- OIC, Mike Norris (marketing director), is only one with access to page.

- Page is used more for PR announcements than health information.

- There are approximately 115 “friends” – interaction is minimal.
Current Use

• So far, interaction has been positive.

• St. Luke is not engaged with Twitter or any other social media sites.

• CEO Jeremy Armstrong supportive of social media and posts occasionally.

• Even when not posting CEO keeps up to date with what is on the page.
Policies/Overview

• Currently St. Luke does not have a social media policy.

• One will be set in place soon - policy will connect with code of conduct.

• Overall experience has been positive.

• Information is widespread, up-to-the-second, and permanent at very little cost.
How Can KHA Help?
Resources Available

- Go to www.kha-net.org
- Click on Communications
- Click on Social Media

- Social Media PowerPoint
- Sample Policies
- Helpful Links
- Ongoing Education As Needed
Questions?