



Training & Workshops: Social Media & the Internet

Social media outlets such as Facebook and Twitter can be powerful communication tools for health care providers, and a growing number are using these platforms to connect with patients and the communities they serve. Employees, health care professionals and patients also utilize social media to connect personally with family, friends and co-workers as well as create professional connections. However, the combination of these two present significant patient privacy concerns where employees and health care professionals use Facebook during work hours or use employee-sponsored social media platforms improperly or carelessly.

Internet and e-mail use can also frequently present challenges, in particular with regard to e-mails and other electronic exchange of information to and from the health care provider, and inappropriate downloads by employees and health care professionals. While e-mail can be an important communication tool between health care facilities and staff, as well as between health care professionals and their patients, improper use can also present significant patient privacy concerns.

Attorneys at Oscislawski LLC have extensive experience with conducting trainings and workshops on HIPAA and related subject matter. Our attorneys have delivered workshops for groups as small as 2-3 individuals and as large as filled auditoriums, and we consistently receive positive feedback regarding our approach and style of communicating information in a simple and easy-to-understand manner. Our training modules are developed and geared to convey complex information in a practical way to an organization's employees, compliance staff, and administration.

Our Social Media & the Internet training includes a refresher on key HIPAA & HITECH privacy requirements with regard to employee-sponsored and personal use of social media in connection with patient protected health information (PHI). It covers the risks and benefits of using social media personally and for hospital purposes, appropriate use of the Internet, risks inherent in using e-mail to exchange information with patients or concerning patients, and best practices for maximizing these resources while safeguarding patient privacy. State law is also covered when an equivalent requirement is present under state statute or regulation. However, what we believe really sets our training apart is that factual stories and "use cases" are utilized to *drive* the education and make the requirements and changes easier for employees to understand and remember through association.

The Social Media & Internet Training is offered in **1 – 1.5 hour** training blocks and can be provided in multiple sessions to accommodate scheduling. For a list of topics covered in this workshop, see the Outline on the following page.

For more info about how we can assist your organization's training and education efforts, contact Helen at helen@oscislaw.com or 609-385-0033.

SOCIAL MEDIA/INTERNET TRAINING

Social Media & the Internet topics covered	HIPAA/HITECH covered	State Law covered	Use Case discussed
Introduction to Social Media & the Internet			
Overview Laws and Regulations	✓	✓	
Security Incidents & Breaches	✓	✓	✓
○ Security Incidents	✓		✓
○ Breaches & Breach Notification	✓	✓	✓
Social Media			
• Risks and Benefits of Hospital-Sponsored Social Media	✓	✓	✓
○ Communication/Outreach/Patient Engagement			
○ PHI and patient privacy	✓	✓	✓
○ Copyright Infringement	✓		✓
○ Defamation/Torts		✓	✓
○ Use of videos, images, audio feeds	✓	✓	✓
○ Posting, blogging, “twittering”	✓	✓	✓
○ Marketing & Fundraising	✓		✓
○ Risk Management, Content Control & Best Practices			✓
• Risks and Benefits of Personal Use of Social Media	✓	✓	✓
○ Social & Professional Networking			
○ PHI and patient privacy	✓	✓	✓
○ Use of videos and images, audio feeds	✓	✓	✓
○ Posting, blogging, “twittering”	✓	✓	✓
○ Personal use of hospital resources			✓
○ Responsibility for Social Media content	✓	✓	✓
○ Disclaimers of Hospital Endorsement & Affiliation	✓	✓	✓
○ Risk Management, Content Control & Best Practices			✓
Internet & E-mail Use			
• Risks & Benefits of Internet Use	✓	✓	✓
○ Resource/Communication			
○ PHI and patient privacy	✓	✓	✓
○ Occasional personal use			✓
○ Downloads/Uploads	✓	✓	✓
○ Viruses, Malware & other Security concerns			✓

- Risks & Benefits of E-mail Use
 - Internal/external communication
 - PHI & patient privacy
 - Internal email communications
 - Email communications with other health care professionals & third parties
 - Email communications with patients
 - Use of personal email
 - iPhones, Blackberrys & other Communication Devices (IM, BBM, texting, emailing)
- Risk Management, Content Control & Best Practices

✓	✓	✓
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✓		✓
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		✓