

Fan Pages: Social Media Issues

Presented by MaryJane Richardson



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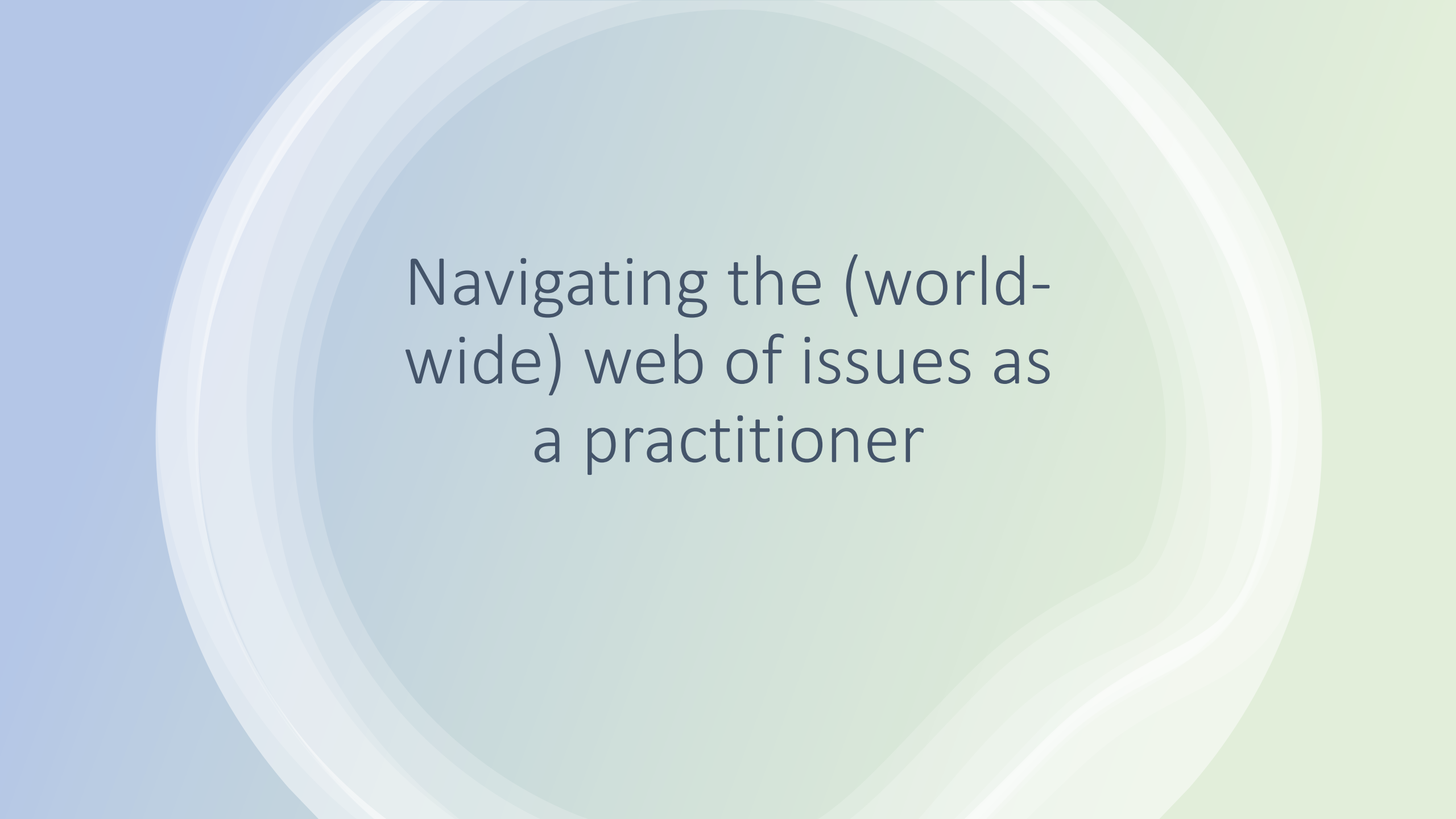
NC Board of Examiners for Speech Language Therapists and Audiologists, Public Member 2018

NC Marriage and Family Therapy Licensure Board, Public Member 2023

What is “Social Media”?

Websites and applications that fosters:

- Communication
 - Interaction with page viewers
 - Collaboration with others
- Content sharing
- Brand/business promotion
 - Advertising
 - Marketing products and services
 - Creating new business



Navigating the (world-
wide) web of issues as
a practitioner



HIPAA Compliance

- Private Health Information disclosures
 - Identifying information
 - Diagnosis information
 - Services provided
 - Insurance plans
 - Payment
- Patient Authorizations and Waivers

HIPAA Privacy Rule 164.508

A valid authorization **must** include:

- A meaningful description of the information to be used or disclosed,
- A meaningful description of the purpose of the use or disclosure,
- An explanation that the information may be further disclosed,
- The individual's right to revoke the authorization, and
- An expiration date for the authorization.

Warning!

Be sure to make clients aware that due to the nature of social media being widely shared and viewable by the public, disclosed information will be very difficult to comply with a revocation. social media that discloses their PHI could be widely shared, which could make it very difficult to comply with their revocation



Are you sure?

- Have your client initial each section of the HIPAA rule in their authorization agreement.
- HIPAA terms are the best terms
- Seek help/advice for your authorization forms



HIPAA Violations

- Fines
- Unemployment
- Criminal charges
- License revocation (through licensure board)



Communication with others

All posts, comments, and responses *shall* be made in a civil and professional manner.

- Consider regulatory rules of your governing board
- Remember civil attorneys—defamation lawsuits
- Remember prosecutors--criminal communications



Collaboration with Others

When working with other practitioners or partners, you **must** remember that all these guidelines and suggestions, applies to both you and the other party.

Which means **YOU** may be held responsible for **THEM**.

Brand Promotion



List services and pricing



That your business/practice *actually* provides



Show products



That you *actually* use, have researched, and can provide to clients



Share success stories



If the release of information has been authorized



List credentials



That you currently hold



Be mindful of
misrepresentations!

Content Sharing

- A) Must comply with HIPAA
- B) Must not include misrepresentations
- C) Must be professional
- D) All of the above.

Policy Manual



HIPAA REQUIREMENTS



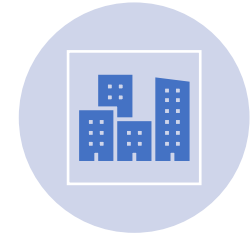
AUTHORIZATION
FORMS



A SET POLICY ON
WHAT CAN BE POSTED
AND WHO CAN POST



TEAM DECISION



SUGGESTION: OFFICE
ACCESS ONLY!



Policy Manual Checklist

Click the link for a checklist to help guide your social media policies, as provided by DHHS:

https://www.hhs.gov/sites/default/files/web/socialmedia/getting_started/checklist_social_media_policies.pdf

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The Newspaper Test

Would you want what you posted to be on the front page
of a newspaper?