

Physician Professionalism in the Digital Age

Joyce Lee

Ellen Selkie

Shane Quinonez

Agenda

General Rules

The Personal is Professional

Case Studies

General Rules

Confidentiality of Patient Information

<https://www.med.umich.edu/i/policies/umh/01-04-002.html>

Disruptive or Inappropriate Behavior by UMHS Personnel

<https://www.med.umich.edu/i/policies/umh/04-06-047>

Conflicts of Interest and Conflicts of Commitment

<http://spg.umich.edu/policy/201.65-1>

Drug-Free Workplace

<https://www.med.umich.edu/i/policies/umh/04-06-036>

Use of Social Media for Business Purposes

<https://www.med.umich.edu/i/policies/umh/01-01-040>

Thanks to Maydis Skeete for providing these references

Don't Violate Laws

HIPAA

Don't reveal patient info and don't respond in public
Even if you don't use identifiers individual pts may be identifiable

Unlawful behavior (drug use, illegal acts)

Violation of Marketing Laws (FTC)

Misleading claims of board certification
Misleading claims about patient outcomes
Giving specific medical advice

Don't Violate Policies

UM, Medical Center policies about "public behavior" and community policies

Discriminatory speech

Licensing and Regulatory Affairs (LARA)

Medical fraud

Substance abuse

Professionalism

Don't Breach Professionalism

Alcohol/Drugs

Sexually suggestive material

Language

Religious

Political

Anonymity

Respect for patients

The Personal is Professional

VIEWPOINT

Social Media and Physicians' Online Identity Crisis

“When a physician asks, “Should I post this on social media?” the answer does not depend on whether the content is professional or personal but instead depends on whether it is appropriate for a physician in a public space”

Privacy-Is there such a thing?

All of your activity on social media is trackable even if you expunge it

Work emails

Gmail

Facebook, Twitter, Instagram post even if deleted

Files on your work computer

Files on your personal computer

“Workforce members are discouraged from posting anonymously or posting using a username or profile other than their own under the assumption that they cannot be identified. Cyber tracing investigations are common to identify posters of malicious internet libel, and anything posted online may be admissible in court.”

Case Studies

Case Studies

Does it violate laws?

Does it violate policies?

Is it a breach of professionalism?

There is no right answer, sometimes...

527

Make 2017 the year to avoid toxins (good luck) and master your domain: Words on Wellness



21.6k
shares



By [Dr. Daniel Neides, Cleveland Clinic](#)

[Email the author](#)

on January 06, 2017 at 3:14 PM, updated January 10, 2017 at 5:21 PM

Print

Email

LYNDHURST, Ohio--I am tired of all the nonsense we as American citizens are being fed while big business - and the government - continue to ignore the health and well-being of the fine people in this country. Why am I all fired up, you ask?

I, like everyone else, took the advice of the Centers for Disease Control (CDC) - the government - and received a flu shot. I chose to receive the preservative free vaccine, thinking I did not want any thimerosal (i.e. mercury) that the "regular" flu vaccine contains.

Makes sense, right? Why would any of us want to be injected with mercury if it can potentially cause harm? However, what I did not realize is that the preservative-free vaccine contains formaldehyde.



Dr. Daniel Neides,
Cleveland Clinic

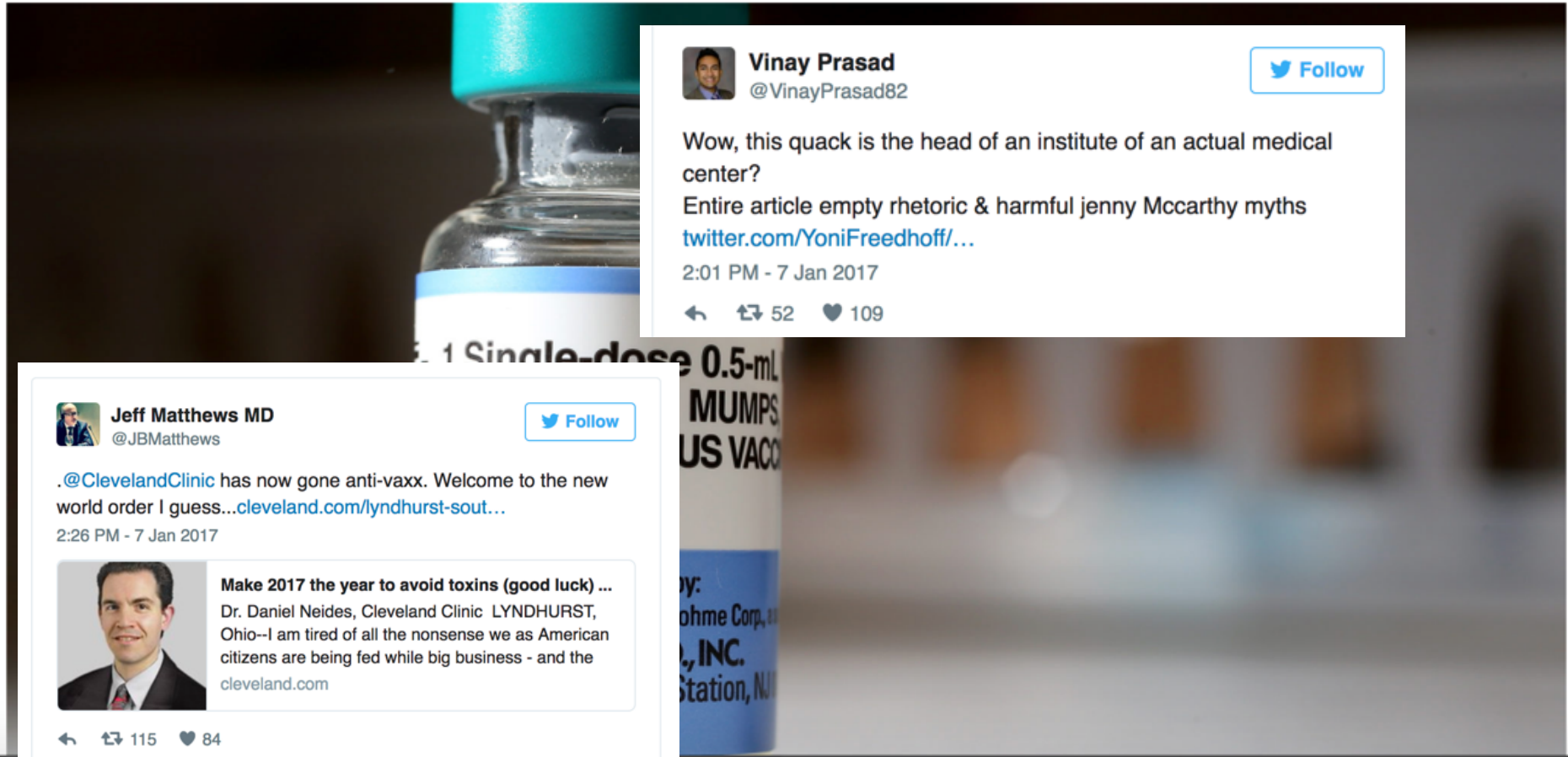
Director, Chief Operating Officer of the Cleveland Clinic Wellness Institute

Slight detour. Why do I mention autism now twice in this article. Because we have to wake up out of our trance and stop following bad advice. Does the vaccine burden - as has been debated for years - cause autism? I don't know and will not debate that here. What I will stand up and scream is that newborns without intact immune systems and detoxification systems are being over-burdened with PRESERVATIVES AND ADJUVANTS IN THE VACCINES.

As of 2010, the rate of autism in the U.S. escalated to 1 in 68 children. The deniers will simply state that we do a better job of diagnosing this "disorder". Really? Something (s) are over-burdening our ability to detoxify, and that is when the problems begin.

So let me be clear - vaccines can be helpful when used properly. But the vaccination timing and understanding one's epigenetics (how your genes interact with the environment) are all critical to our risk of developing chronic disease. Please talk to your doctor about the optimal timing of vaccinations for your children, and therefore reduce your risk of raising a child with a neurologic complication.

Doctor's anti-vaccine claims ignite PR firestorm for Cleveland Clinic



 **Vinay Prasad**
@VinayPrasad82 Follow

Wow, this quack is the head of an institute of an actual medical center?
Entire article empty rhetoric & harmful jenny Mccarthy myths
[twitter.com/YoniFreedhoff/...](https://twitter.com/YoniFreedhoff/)

2:01 PM - 7 Jan 2017

← ↻ 52 ❤ 109

 **Jeff Matthews MD**
@JBMatthews Follow

.@ClevelandClinic has now gone anti-vaxx. Welcome to the new world order I guess...cleveland.com/lyndhurst-sout...

2:26 PM - 7 Jan 2017



Make 2017 the year to avoid toxins (good luck) ...
Dr. Daniel Neides, Cleveland Clinic LYNDHURST, Ohio--I am tired of all the nonsense we as American citizens are being fed while big business - and the cleveland.com

← ↻ 115 ❤ 84

“He wrote this opinion piece on his own and it does not reflect the position of the Cleveland Clinic whatsoever, and we strongly support vaccinations and the protection of patients and employees”

-Eileen Sheil, executive director of corporate communications for the medical center.

EVERY HEALTHCARE PROFESSIONAL IS THE VOICE OF HIS/HER INSTITUTION

“Disclaimer or not, logo or no logo, the world knew that this doctor was leadership at The Cleveland Clinic.”

“Our public engagement is inextricably linked to our work and other aspects of our lives.”

“Welcome to the age of transparency.”

@Doctor_V

Policing Patient Privacy



Stung by Yelp Reviews, Health Providers Spill Patient Secrets

The vast majority of reviews on Yelp are positive. But in trying to respond to critical ones, some doctors, dentists and chiropractors appear to be violating the federal patient privacy law known as HIPAA.

by *Charles Ornstein*
ProPublica, May 27, 2016, 10 a.m.

58 Comments | Print



Private medical details about Angela Grijava's daughter were revealed by a chiropractor responding to a negative review on Yelp. (Max Whittaker for ProPublica)

This is part of an ongoing investigation

Policing Patient Privacy

ProPublica is exploring how patient privacy violations are affecting patients and the medical care they receive.



Safely collect electronic medical records with secure online
HIPAA forms.

Formstack



“Due to your clenching and grinding habit, this is not the first molar tooth you have lost due to a fractured root...This tooth is no different.”

I looked very closely at your radiographs and it was obvious that you have cavities and gum disease that your other dentist has overlooked. ... You can live in a world of denial and simply believe what you want to hear from your other dentist or make an educated and informed decision

-Dentist



Amy Dunbar

January 28 at 7:19pm via mobile · 📱

St. John's Mercy Medical Center
Saint Louis, MO 1.28.13

So I have a patient who has chosen to either no-show or be late (sometimes hours) for all of her prenatal visits, ultrasounds, and NSTs. She is now 3 hours late for her induction. May I show up late to her delivery?

Share

👍 7 people like this.



Lisa Wolfe I'm surprise u see a patient that late. I came 30 min to my Gyne once and they made me reschedule, even though I once waited 2 hrs to be seen by this dr.

January 28 at 7:23pm via mobile



Mike Lasser If it's elective, it'd be canceled! **OB/GYN**

January 28 at 7:33pm · 📱 1



Pat Kramer I agree with Dr. Lasser. Cancel the induction. **Registered Nurse - Medical College of Wisconsin**

January 28 at 7:40pm



Amy Dunbar here is the explanation why I have put up with it/ not cancelled induction: prior stillbirth.

January 28 at 7:41pm via mobile



Pat Kramer I thought of that after I hit send. I do not understand some people. I try to be at least minutes and bring a book , magazine and Kindle so the time waiting does not seem so long.

January 28 at 7:44pm



Pat Kramer That should have been minutes early.

January 28 at 7:46pm



Sandy Hou Maybe she's hitting up the bar for her last drink?! **Child Psychiatrist ENKI Clinics**

January 28 at 9:11pm via mobile · 📱 1



Anna Simpson Wichgers I love being early to my o.b. appointments! It's more time for me to read, or sleep, or relax!!! 😊

January 28 at 9:27pm · 📱 1

When asked in the comments why she didn't cancel the procedure or transfer the woman to another doctor, Dunbar stated that the patient had previously endured a stillbirth. The post was publicly visible and not restricted to Dunbar's 470 friends.

Should This Doctor Have Slammed Her Patient on Facebook?

"So I have a patient who has chosen to either no-show or be late (sometimes hours) for all of her prenatal visits, ultrasounds and NSTs. She is now 3 hours late for her induction. May I show up late to her delivery?"

When asked in the comments why she didn't cancel the procedure or transfer the woman to another doctor, Dunbar stated that the patient had previously endured a stillbirth. The post was publicly visible and not restricted to Dunbar's 470 friends.



Diane Amoratis



POSTS



Diane Amoratis

Yesterday at 9:06 AM · Philadelphia ·

They should have bulldozed the BLM protest at the 24/25th district last night. Disgraceful!!! And for all the police officers who have to work amongst these trouble makers, you deserve all the praise in the world. Especially the officer who stood there while that fat, braided hair, piece of ~~shit~~ trouble maker ranted so despicably in your face. You sir, you deserve a medal for letting her continue to make an ass of herself and showing what a low life she really is, and you were strong. Kudos to the Philly PD!!! Blacks kill each other every day, all day long, and it's ok with them. Why no protest when Jamal kills Kalif???? Well, I AM WHITE AND PROUD TO BE WHITE!! WHITE LIVES MATTER!!!! POLICE OFFICERS LIVES MATTER!!! Keep your circus in your own neighborhood!!! Get a life, a honest job, and RAISE YOUR KIDS TO BE PRODUCTIVE CITIZENS!!!! I am sick and tired of all this bulls~~hit~~ with the black people!! If you don't like my post, then delete me as your friend.

21

9 Comments 1 Share

Share




doctor.mike  • [Follow](#)

New York, New York

doctor.mike Let's talk sex! We don't hear often enough that while sex is fun it can also be very healthy for your mind and body. **#ad** Healthy and safe sex can happen whenever. K-Y believes you don't need to wait for a special occasion to celebrate each other. And let's face it, a new lubricant can itself be a reason to celebrate! **#healthyssex**

[Load more comments](#)

heyitsyesenia____ @perlitaaaaaa12 this man is hot  

_perlitaaaaaa12 @heyitsyesenia____ I'm shook

heyitsyesenia____ @perlitaaaaaa12 I'm shooketh



104,136 likes

DECEMBER 21, 2017

[Add a comment...](#)



Ann Arbor Observer

ADVERTISE | CONTACT US | SEND A TIP | SUBSCRIBE | FRIENDS

>> AnnArborObserver.com >> [Articles](#) >> [News](#)



Click image for larger version.
Photo © Jerry Lemenu

The Battle of Geddes Ridge

Two U-M doctors set out to build a dream house. It's been a nightmare for all involved.

by [Michael Betzold](#)

From the January, 2018 issue

"Raising the Flag"

In September, a colorful banner appeared on the side of a trophy home on Ann Arbor's east side. It bore a stylized image of a bird and the words "GoosiLeaks / The Story of Belief & Betrayal."

A photo of the banner was published online at goosileaks.blogspot.com with the headline "Raising the Flag." Other posts soon welcomed readers who'd seen ads for the blog in the *Tuscola County Advertiser*, the *Cyprus Mail*, and the Observer.

Michigan's Thumb, an island in the Mediterranean, and Ann Arbor are connected through the blog's creators, U-M physicians Brad Foerster and Myria Petrou. Though it says it's "about our life experiences in Ann Arbor," posts on the couple and their two young children are rare. GoosiLeaks is mostly devoted to the many disputes swirling around the couple's dream house off Geddes Rd. With dueling lawsuits, a criminal investigation, family conflicts, and allegations of wrongful death, it's a tale so byzantine that, in an email posted on the blog, a friend of the couple compares it to a Greek tragedy—or a soap opera.

In their blog and in court, Foerster and Petrou claim that the builder of their dream home, Christopher Laycock, committed bank fraud. Laycock says the couple defrauded him. He's suing to collect liens for \$274,000 in unpaid work.

The couple also contend that their constitutional rights were violated when a local magistrate froze their bank accounts after Petrou's mother went to the Ann Arbor Police Department for help locating hundreds of thousands of dollars that disappeared from an investment account. According to Petrou and Foerster, Petrou's mother wanted the money taken from the account belonging to her and her husband; they say she went to the police "to try to force [Petrou] back into a relationship with her."

Petrou and Foerster have sued the Bank of Ann Arbor in an unsuccessful attempt to halt foreclosure on a \$1.5 million loan. And they've filed professional

Be safe out there!