



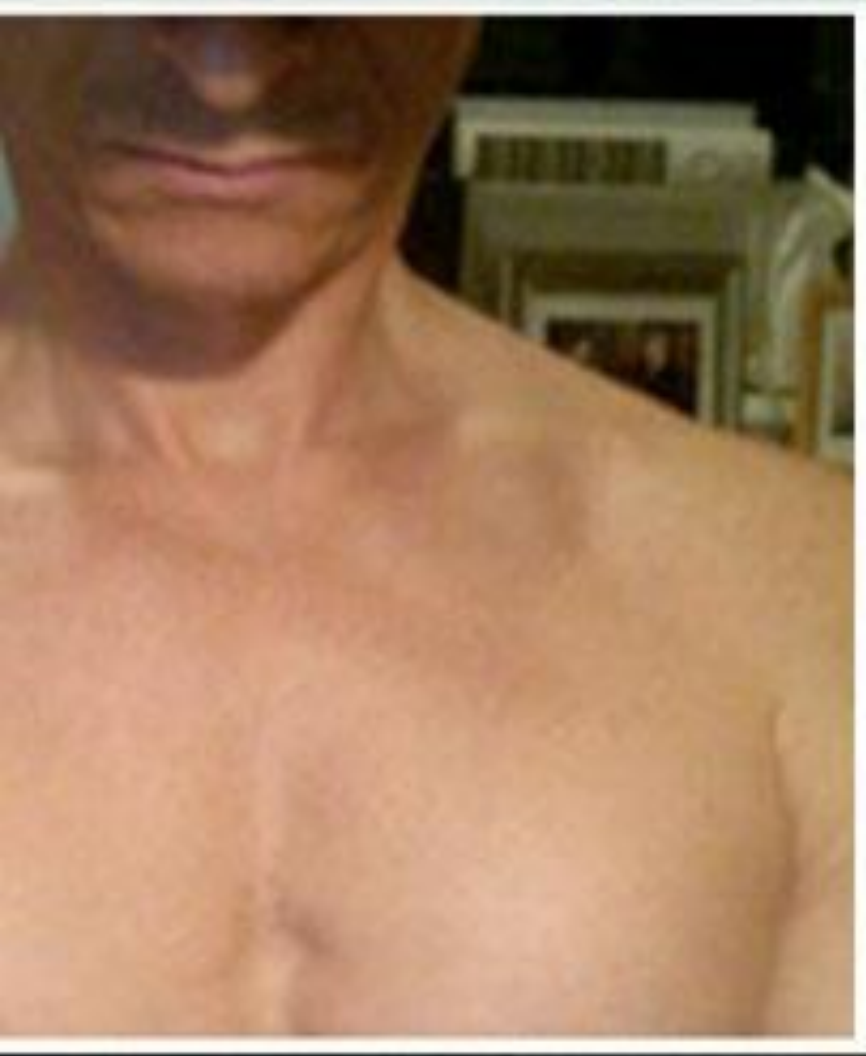
Social Media in Medicine: Pitfalls & Precautions

Michael Leveridge MD FRCSC

Men's Health Jan 18 2020

Anthony Weiner

May 27 2011



DISCLOSURES

The Dramatic Increase in Social Media in Urology

Rano Matta, Chris Doiron and Michael J. Leveridge*

Department of Urology, Queen's University, Kingston and Division of Urology, University of Toronto (RM), Toronto, Ontario, Canada

Tweeting the Meeting: An In-Depth Analysis of Twitter Activity at Kidney Week 2011

Tejas Desai , Afreen Shariff, Aabid Shariff, Mark Kats, Xiangming Fang, Cynthia Christiano, Maria Ferris

Trends in Twitter Use by Physicians at the American Society of Clinical Oncology Annual Meeting, 2010 and 2011

By Aafia Chaudhry, MD, L. Michael Glodé, MD, FACP, Matt Gillman, and Robert S. Miller, MD, FACP

JuvoLab, Long Island City, NY; University of Colorado School of Medicine, Aurora CO; American Society of Clinical Oncology, Alexandria, VA; and The Sidney Kimmel Comprehensive Cancer Center at Johns Hopkins, Lutherville, MD

Use of Twitter to document the 2013 Academic Surgical Congress

Amalia Cochran, MD, MA,^{a,} Lillian S. Kao, MD, MS,^b
Niraj J. Gusani, MD, MS,^c James W. Suliburk, MD,^d
and Benedict C. Nwomeh, MD, MPH^{e,f}*

125 Tweeting the Meeting: Investigating Twitter Activity At the 2012 AAAAI Conference

Neha Mehrotra, MD¹, Vesselin Dimov, MD²; ¹University of Chicago, IL, ²MC 0729, C-150B, Department of Pediatrics, University of Chicago, Chicago, IL.

#urojc

#nephjc

#rsjc

#igsjc

#radonc

Impact



usage

downloads
views



peer-review

expert opinion



citations



alt-metrics

storage
links
bookmarks
conversations







© TAMG

source: dailymail.co.uk



source: nydailynews.com



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 Wighers 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



DJ PU\$\$ PU\$\$ @lydiakljajic 1d

this ivey application makes me want to projectile vomit into the head of admission's mouth



The Ivey HBA Program

@IveyHBA

@lydiakljajic Duly noted.

1/15/2014, 10:04 AM

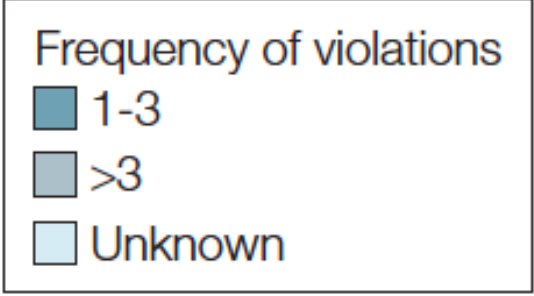
14 RETWEETS 38 FAVORITES



DJ PU\$\$ PU\$\$ @lydiakljajic 11h

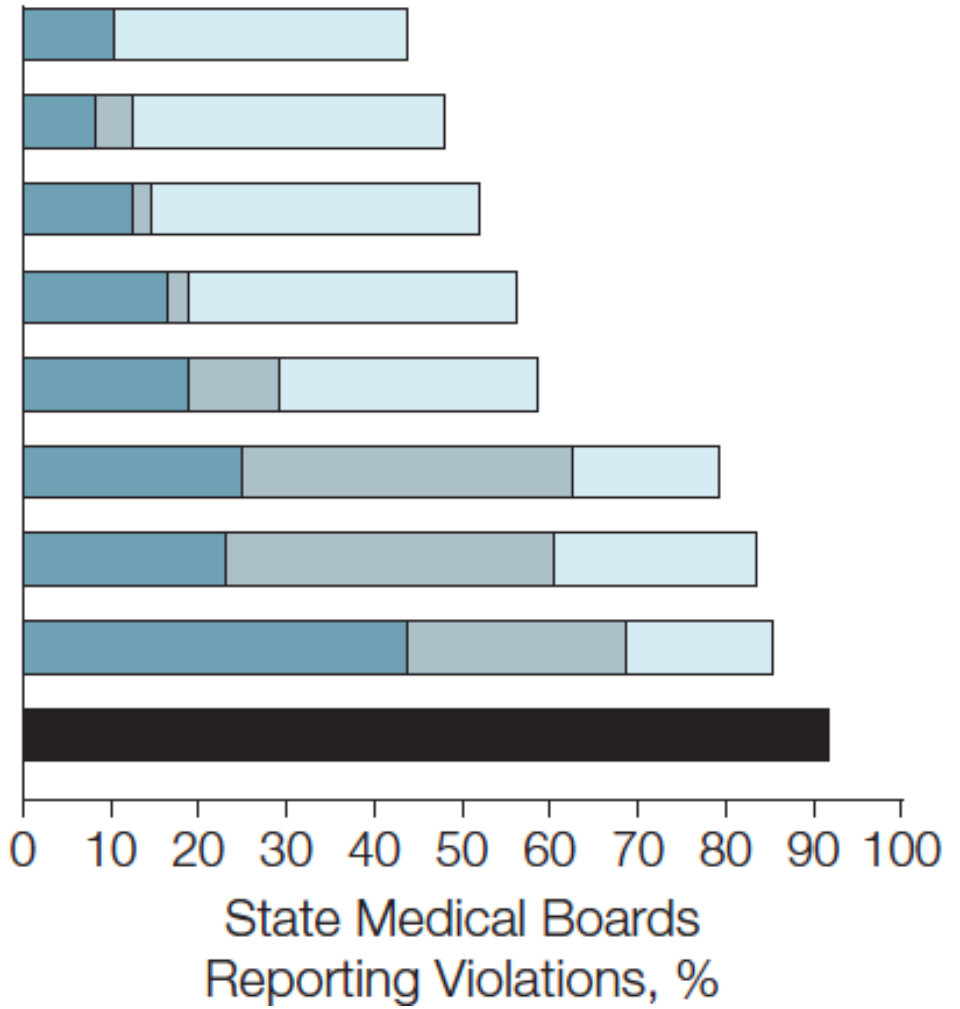
@IveyHBA I take it back omg (accept me pls)

BUT YOU & I WOULD
NEVER DO THAT...



Violation

- Discriminatory language or practices online
- Online depiction of intoxication
- Online derogatory patient remarks
- Failure to reveal conflicts of interest online
- Online violations of patient confidentiality
- Use of Internet for inappropriate practice
- Online misrepresentations of credentials
- Inappropriate patient communication online
- ≥1 Violation in at least 1 of above



92%

≥1 online professionalism violation

69%

Inappropriate patient communication

56%

Suspended/revoked medical license

WHAT CONSTITUTES AN
ONLINE VIOLATION?

Hypothetical Student-Posted Online Content

Never or
Rarely
Acceptable
%

Photo of student holding an alcoholic beverage

77

Depicted intoxication

93

Comment containing profanity

94

Description of a de-identified patient encounter (respectful tone)

61

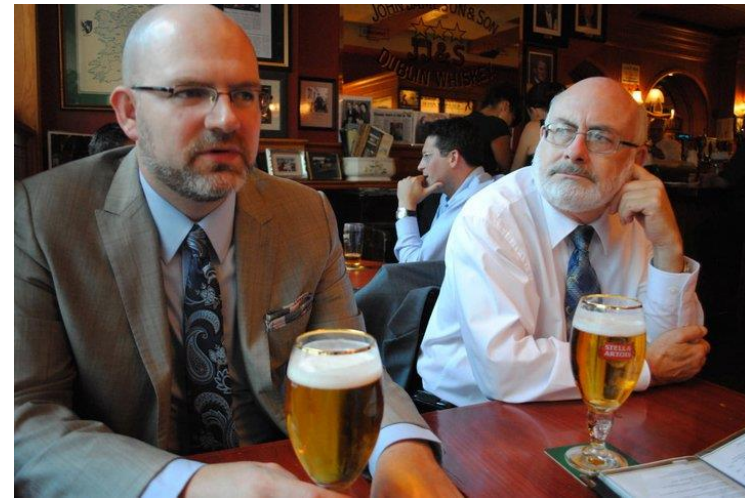
Description of a de-identified patient encounter (negative tone)

86

Disparaging remarks about profession

76





High consensus

81%

Misleading claims
“cure your cancer”

77%

Misrepresentation of credentials

79%

Patient images without consent

77%

Inappropriate online communication

Moderate consensus

73%

Intoxication depicted

65%

Narrative re: patients –
potential identifiers

60%

Narrative suggests discrimination

Low consensus

46%

Narrative – disrespect for patients

40%

Alcohol – no intoxication

16%

Narrative re: patients –
no identifiers

**“CLEARLY PARALLEL COMMON OFFLINE
VIOLATIONS”**



@benchallacombe

ASSOCIATION
MÉDICALE
CANADIENNE



CANADIAN
MEDICAL
ASSOCIATION

CMA POLICY

Social media and Canadian physicians: Issues and rules of engagement



Social media pose a challenge for physicians in terms of separating one's personal and professional lives. While such a separation is a fundamental tenet of the medical profession, social media blur such boundaries in ways that can enrich communications but can also put physicians at risk.

It is an entirely new environment that medical professionalism has not yet satisfactorily addressed.

Understand the technology and your audience

Be transparent

Respect others

Focus on areas of expertise

SOCIAL MEDIA GUIDELINES

89%

Fear discipline for online activity

39%

Approached by patients online

19%

Urologists that have read Some guidelines

GUIDELINES: PATIENT INTERACTION

PROTECT PRIVACY & CONFIDENTIALITY AT ALL
TIMES

BE CAREFUL WITH PATIENT INTERACTION

CONSENT & DATA SAFEGUARDS ARE KEY IN
PATIENT INTERACTION

GUIDELINES: ONLINE PROFESSIONALISM

PERMANENCE

STANDARDS OF MEDICINE

RESPECTFUL & HONEST

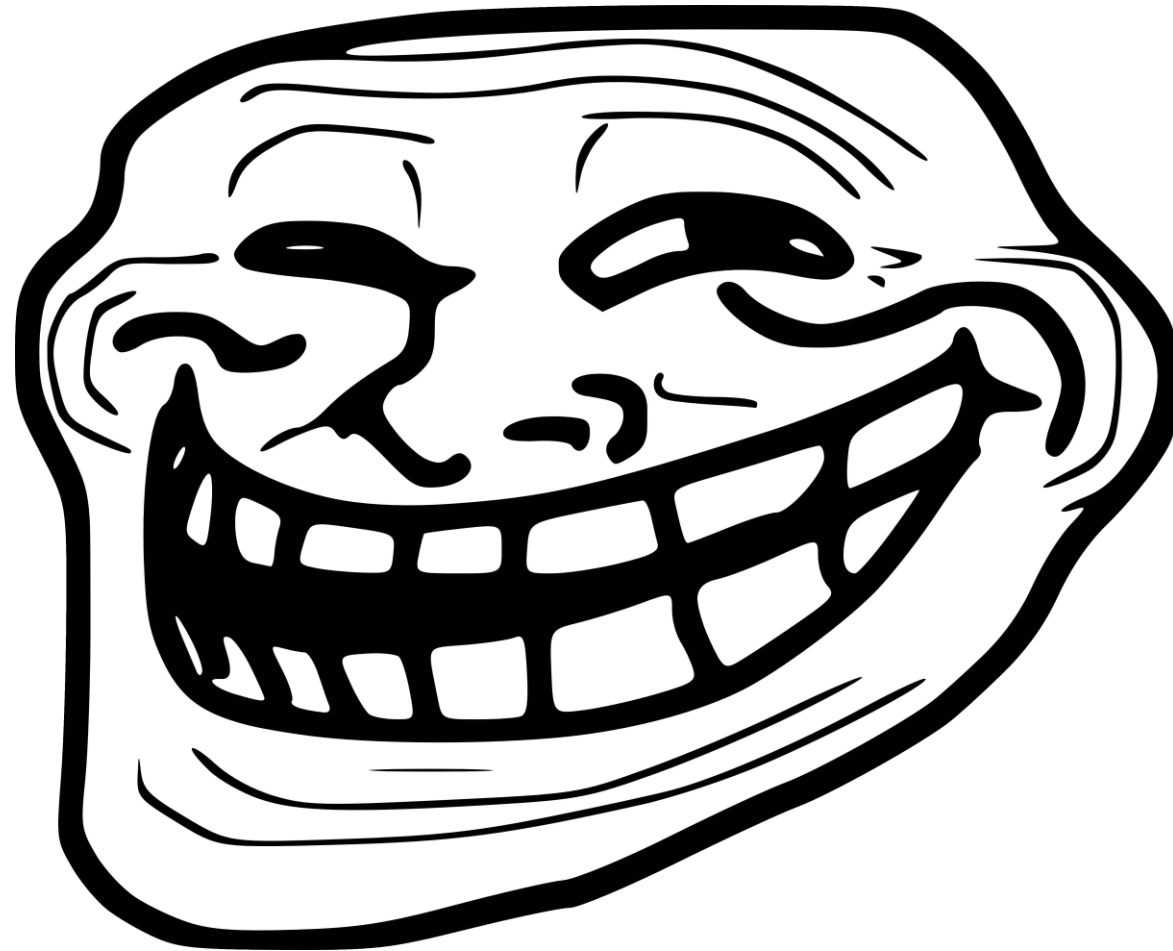
REPRESENT *YOURSELF*

SEPARATE PROFESSIONAL & PERSONAL

AVOID COI, ADVERTISING & SELF-PROMOTION

WHAT IS SoMe MAKING US DO?

Actually...





kim collier @kimmielovesnana · Sep 14

@_TheUrologist_ begging for help. U.s.a. Lady almost 105 needs urologist. Funds cut/no one will touch her. Please contact@NanaSophie1909 :(

11:12 PM - 14 Sep 2014 · Details

[Collapse](#)

[↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)



CJ @c[redacted] 7

@_TheUrologist_ You saw my dad in Emerg on Sat night/Sun morn. Large tumor in bladder. No urologist has seen him since. ([redacted])

[redacted] · Details

[Collapse](#)

[↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)



Jennifer Gunter @DrJenGun... 2019-12-25, 18:37
The sunset and low clouds over the mountains are spectacular! Half way to the wall 😊



Carolyn @cstampeen 2019-12-25, 18:53
@DrJenGunter Are you travelling with your boys?



Jennifer Gunter @DrJen... 2019-12-25, 19:09
@cstampeen Yes!



Wow!

1		2				1	4	3
1	16	1			1		1	
1	11	1		1			11	1
	1					3	1	
1	6	2				3	1	
1	E	24	3	12	1	2	1	1
	Q	1	6	1	2	1	1	1
	U	3	1			3	7	1
2	J	1	3	1	3	1	1	1
	5	1					1	1
	14		1		1	1	3	2
	1	3	1		1		1	
	1	4			1	1	1	1
		4	1	1	1	1	1	1
		1				1		2
	1	1	1				1	1
		1			1		1	1
							1	4



#ASCO18

June 1-5 2018

69210

tweets

9.6

tweets per minute/24h

14

tweets/min over 16h waking day

A tweet every 4 seconds



Some faculty give our residents alcohol. Others give coffee. One gives a hefty dinner gift card.

I gift something much greater—the experience and knowledge of written word.

Last year was my first, so I bestowed upon them a Yuletide treat—[@DavidSedaris](#)'s Holidays on Ice.

4:44 PM · Dec 22, 2019 · [Twitter for iPhone](#)

3 Likes

Pinned Tweet



Sorry it's busy
Sorry you've had to wait
Sorry you're still on a trolley
Sorry there's no chairs
Sorry you've still not been seen
Sorry there's still no bed
Sorry you're in the corridor
Sorry to tell you bad news
Sorry you're still waiting
Sorry for..... all of this

6:51 PM · Dec 23, 2019 · [Twitter for iPhone](#)

97 Retweets 623 Likes



So... Who wants to help me get into the 10K follower club?
Anyone?

1:04 AM · Dec 7, 2019 · [Twitter for iPhone](#)

31 Retweets 151 Likes



mark normand ✓

@marknorm

Social media is like looking in the fridge over & over. You know there's nothing good but you check it so many times that eventually you start consuming things you don't even like.

12:44 PM · 12/20/19 from [Missouri, USA](#) · [Twitter for iPhone](#)

...AND YET DESPITE ALL THIS...



Screen Time Lev's iPhone X

Week

Day

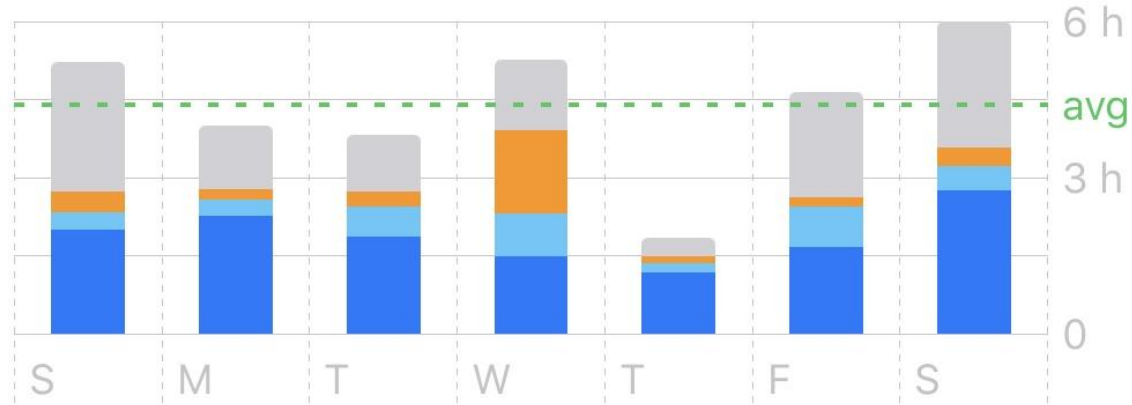
SCREEN TIME

[SHOW THIS WEEK](#)

Last Week's Average

4 h 28 min.

↑ 9% from last week



Social Networking
13 h 28 min.

Productivity
3 h 32 min.

Reading & Reference
3 h 12 min.

Total Screen Time

31 h 22 min.

The issues beg the solutions

Resist the urge to malign patients!

Follow judiciously, unfollow liberally

Use lists, mute, block

If you wouldn't say it in a packed elevator...

DON'T LIE, DON'T PRY

DON'T CHEAT, CAN'T DELETE

DON'T STEAL, DON'T REVEAL

