

The Impact of Social Media on the Integrity of Patient Record Information

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Background

Back to the Basic Definitions

Information is data that have been given value through analysis, interpretation, or compilation in a meaningful form.

American Records Management Association (ARMA)

Background

Back to the Basic Definitions

Information frequently becomes the content of a document, and a document can become a record.

Background

Back to the Basic Definitions

Content is defined as the intellectual substance of a document.

It includes structured data as well as unstructured data (text, symbols, images, video, audio).

American Records Management Association (ARMA)

Background

Back to the Basic Definitions

A document is defined as any analog or digital, formatted, and preserved “container” of content.

American Records Management Association (ARMA)

All documents are potential records.

Background

Back to the Basic Definitions

A record is defined as information created or received in the transaction of business and maintained as evidence in pursuance of legal obligations.

American Records Management Association (ARMA)

Background

Social Media

A broad term for **web-based applications** that allow users to **collaborate** and generate **content**

(the intellectual substance of a document that includes structured data as well as unstructured data)

Background

Social Media

These **web-based applications** encompass a wide variety of capabilities, including but not limited to:

- texting messages
- contributing to wikis
- writing blogs
- posting comments on other people's / organization's blogs
- providing status updates and brief commentaries via microblogs

Background

Social Media

As such, social media applications are another form of:

- **communication system, but one with significant “reach” capabilities** (i.e., the total number of different people exposed to a medium during a given period of time)
- potential **record–generating system**

Background

Social Media As The Next-Generation Computing Platform

The next-generation computing platform will be (in many instances, already is) a **social media-based platform**.

In other words, all web-based applications will have the easy-to-learn, look-and-feel of Facebook, LinkedIn, and Twitter web pages - with walls, timelines, etc.

- Practice Fusion's EHR is using "social media-style messaging" for physician-to-physician communication.

Background

The Most Common Social Media Tools Used In Healthcare Provider Organizations

- Email
- Facebook
- LinkedIn
- Twitter
- Wikipedia
- YouTube



Background

Survey results after survey results show the ubiquitous use of social media by:

- e-patients and online communities
- provider organizations that have moved beyond initial experiments integrating social media into their marketing efforts
- clinicians for information exchange

Background

Social Media Usage by Clinicians

Journal of Medical Internet Research (9/26/2012) Physicians using social media to find and share health information:

- 60 % respondents said that social media improves the quality of care they deliver
- 57.5% said that they consider social media to be beneficial, engaging, and a good way to get high-quality, up-to-date information
- 45% said that they contribute new information through a social media platform at least once weekly
- 14.2% said that they contribute new information through a social media platform at least once daily.

Background

Social Media Usage by Hospitals

Hospitals & Health Networks' Most Wired Survey 2012

- Nearly half of Most Wired hospitals use social media for crisis communications compared with one-third of total respondents
- More than 25% of Most Wired hospitals offer care management messages and chats with physicians

Background

Social Media Usage by Patients

PwC Health Research Institute Survey (April 2012)

- Likelihood of sharing positive or negative health experiences via social media

	POS	NEG
Care received at hospital/medical facility...	44%	40%
Specific doctor, nurse, healthcare provider...	42%	35%

The Impact of Social Media in Healthcare Provider Organizations

HUGE

The Impact of Social Media on the Integrity of Patient Record Information

HUGE

CHALLENGES

Legal
Operational
Organizational

Legal Challenges

Social Media Content As A Legal Patient Record Document

Every Tweet, blog post, blog comment, text message, and wall entry you and / or your organization colleagues upload -- and every one you and / or your organization colleagues receive -- is a piece of content that, theoretically, should be reviewed and managed to ensure control, decorum, and, perhaps, regulatory and records compliance.

Legal Challenges

Social Media Content As A Legal Patient Record Document

For example, an individual social network status update or a Tweet (content) might not rise to the level of a record* but a protracted discussion on a particular topic or over a given period on someone's wall or via Twitter might qualify.

(*information created or received in the transaction of business and maintained as evidence in pursuance of legal obligations)

Legal Challenges

Social Media Content As A Legal Patient Record Document



For example, is Facebook content “like” a record?

- Does the content contain evidence of an organization’s policies, business, mission, etc.?
- Is the application being used in relation to an organization’s work?
- Is there a business need for the content?

Legal Challenges

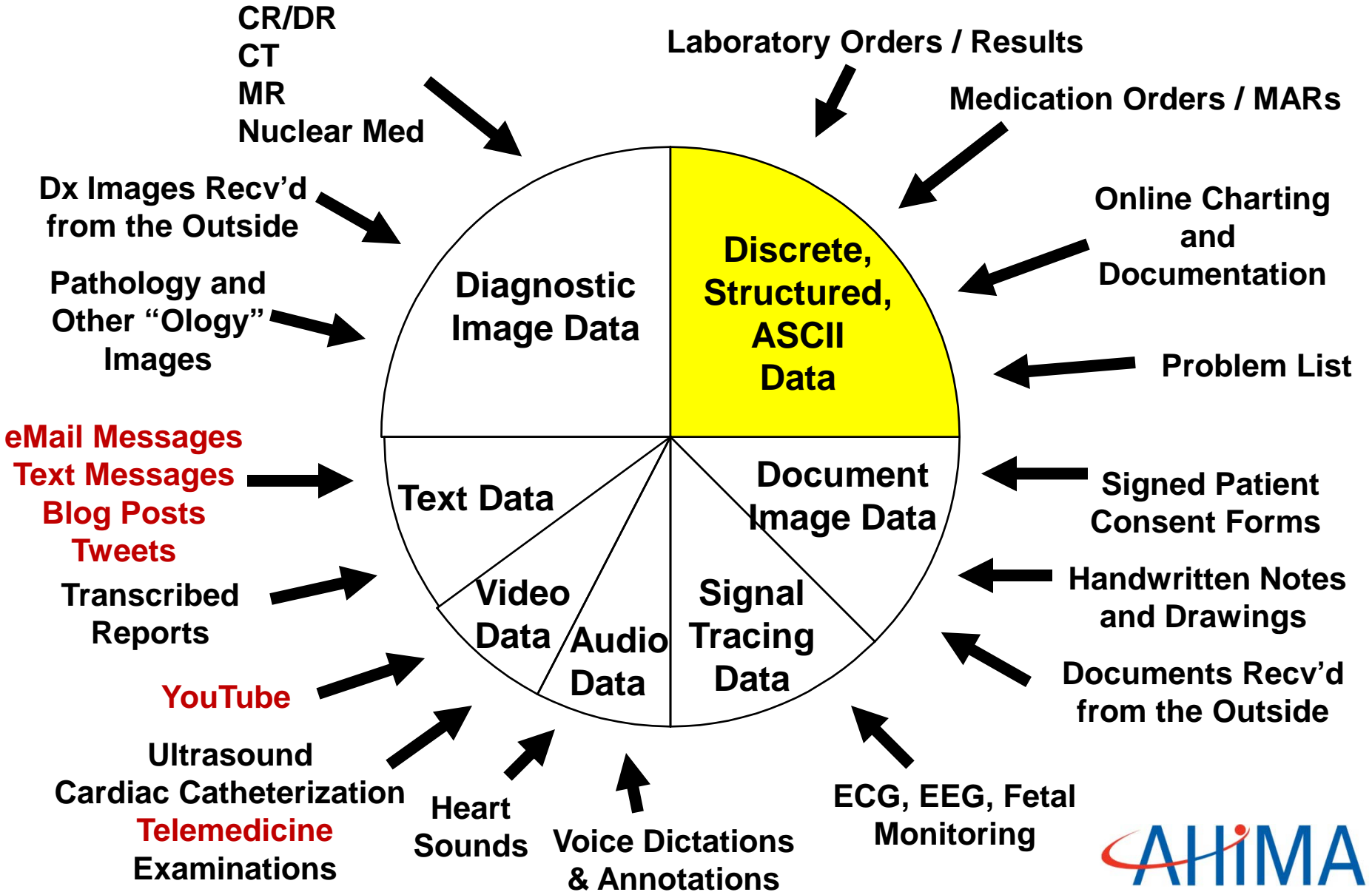
Social Media Content As A Legal Patient Record Document



For example, is Facebook content “like” a record?

- Does the content document a transaction or decision?
- Does the content contain PHI or other individually identifiable health information?
- Could the content be subject to requests for disclosure, subpoena, and e-discovery?

ELECTRONIC HEALTH RECORD SYSTEM



Legal Challenges

Patient Privacy and Information Confidentiality Breaches



Legal Challenges

Information Security Breaches



Legal Challenges

Authentication Breaches



Legal Challenges

Access Breaches



Operational Challenges

Managing Social Media Content

Even though Social Media Content might not become a record, it still needs to be managed!

Operational Challenges

Managing Social Media Content

Definition: Content Management

A combination of strategies, methods, and tools used to capture, manage, store, preserve, deliver, and destroy content related to organizational processes

Definition: Social Content Management

The application of traditional content management strategies, methods, and tools to the content generated by social media

Operational Challenges

Managing Social Media Content

Social Media Content is somewhat different from other content!

- It's Populist
- It's Uncontrolled
- It's Unregulated

Operational Challenges

Managing Social Media Content

Social Media Content is more difficult to manage than other content!

- It does not have traditional metadata, except for, perhaps, Twitter, with its handles
 - Sender
 - Mentions (the @ to which it is addressed)
 - A unique Twitter ID
 - A ReTweet ID if it was ReTweeted
 - Date and time sent
 - A hashtag, which might or might not represent the Tweet's subject

Operational Challenges

Managing Social Media Records

Definition: Records Management

The efficient and systematic control of the creation, receipt, maintenance, use, retention, and disposition of records, including the processes for capturing and maintaining evidence of and information about business activities and transactions in the form of records

American Records Management Association (ARMA)

Operational Challenges

Managing Social Media Records

Incorporate social media records into your organization's Enterprise Records Management Program, just like eMail records, EHRs, EFRs.

- Define social media records
- Establish retention schedules
- Determine destruction processes
- Determine "Legal Hold" processes
- Determine enforcement processes
- Establish training and auditing processes
- Establish policy updates / revision processes

Organizational Challenges

Mobile Devices

Bi-directional communications between clinicians, patients, and healthcare employees on BYO mobile devices are

- replacing messages broadcast from tethered computers
- adding functionality to existing business processes

Organizational Challenges

Mobile Devices

But guess which group, below, consists of the worst misusers of social media on BYO mobile devices?

- Clinicians
- Healthcare employees
- Patients

OPPORTUNITIES

Opportunities

Do Something that Works!

- Become a “Certified Social Media & Community Professional” (or similar)
 - Includes an organizational training program
 - Allows employees to be excellent spokespeople for the organization



Opportunities

Engage in Social Media

- Figure out where you are today
 - Search Facebook about your organization!
 - How many social media accounts have been established by your organization and abandoned?
- Figure out where you are going
 - e.g., Is this content a view? Is this content a post? Is this content for sharing? Is this content for “liking”? Is this content ReTweetable?

Opportunities

Engage in Social Media

- Create, apply, extrapolate content
 - e.g., Share a blog post as a document
- Train, train, train, train, train, train....



Opportunities

Brand Using Social Media

- Commercial services, such as Facebook and LinkedIn, are called "branded services" because they maintain their single identity everywhere they are used.
- Other services, such as Groupsite and Ning, are called "white-label services" because they let the organization hide the brand and establish their own social networks under any name.

Opportunities

Generate and Share Content Inside the Firewall

- Deploy social media applications for the enterprise, such as MS' Yammer, which represent ways to connect employees rather than customers or other outside audiences.

Opportunities

Generate and Share Content Inside the Firewall

- Improve communication between and among employees, patients, and providers of care, using BYO mobile devices for
 - **internal texting** –
 - eliminates fear of breaching patient or organizational privacy and information security
 - eliminates pagers
 - expands messaging opportunities

Opportunities

Generate and Share Content Inside the Firewall

- Improve communication between and among employees, patients, and providers of care, using BYO mobile devices for
 - **collaborating among groups** –
 - remote coders and transcriptionists
 - rounding pharmacists, lab technologists, physicians
 - transportation assistants
 - information system trainers

Opportunities

Generate and Share Content Inside the Firewall

- Improve communication between and among employees, patients, and providers of care, using BYO mobile devices for
 - **broadcasting critical, real-time events** –
 - Code Blue alerts
 - disaster instructions

Opportunities

Govern Social Media

- Incorporate social media content management and social media records management policies into your organization's Information Governance Program.

INFORMATION GOVERNANCE



Opportunities

Govern Social Media

Your organization's Information Governance Program framework should include:

- Senior management
- A team of organization representatives who manage information
- **NEW folks** known as **social media strategists**, **community managers**, and **moderators**, who are charged with maintaining the quality of and control over the social media content

Opportunities

Govern Social Media

- Address social media in all patient record policies



Opportunities

Govern Social Media

- Check / update all patient record system service level agreements (SLAs)



Opportunities

Govern Social Media

- Take snapshots of patient record content



Opportunities

Govern Social Media

- Store selected content items locally using built-in social media application tools or third-party services
- Use Word or Notepad to draft content updates and save the updates as a record
- Implement a compliance solution and use Tiny URLs to link the social media content to the solution



Opportunities

Deploy Social Media Monitoring / Analytics Systems

- Systems that gather and consolidate activities across platforms
- Most are dashboard-based for visibility, analysis and reporting
- Some integrate social media management / distribution functionality



Discussion

