

Social Media in Healthcare: A Professional and Ethical Analysis

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Introduction



Accessibility



85% of providers

“Effective tool for educational purposes”

Organ Donor Shortage

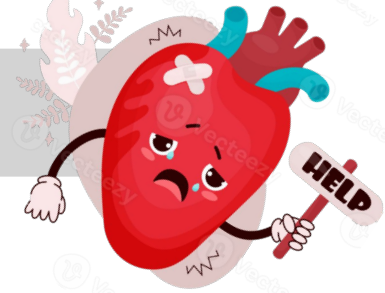
2015: 29,532 people out of 122,000 of US organ transplant waiting list received a transplant

24%



Present: Only 54% of U.S adults are registered organ donors

54%



World Health Organization (WHO) linking 5-10% of all transplants in 2015 to illicit practices

Social Media for Good: The Facebook Effect

A screenshot of the Organ Donor registration form. The form is titled "Organ Donor" and has a "2000" year field. It includes a "State or Province" dropdown menu set to "Essex". The "When" field is set to "2000" with a "+ Add month" button. The "Story" field contains the text "Registered when I applied for my driving license, just ticked the box and voila." There is a "Learn More" link and a "Public" dropdown menu. At the bottom, there are "Save" and "Cancel" buttons.

First day of Launch → 13,054 new organ donors
21-fold increase from typical daily rate

Streamlining Care Through Social Media

FREE HEALTH SCREENINGS



- ✓ Blood Pressure Checks
- ✓ Blood Sugar Checks
- ✓ Health Resources

No registration needed, walk-in's welcome!

1PM- 4PM

AT

Se

**HOBOK
PUBLIC**



Book an Appointment
Schedule your visit online



Appointment Instructions
What to bring and prepare



Vaccination Clinic
Get your flu shot here



Promotes vaccination campaigns, health screening events, and updated office hours

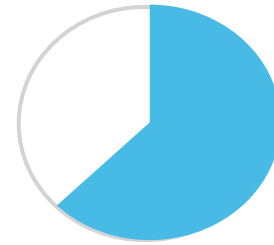
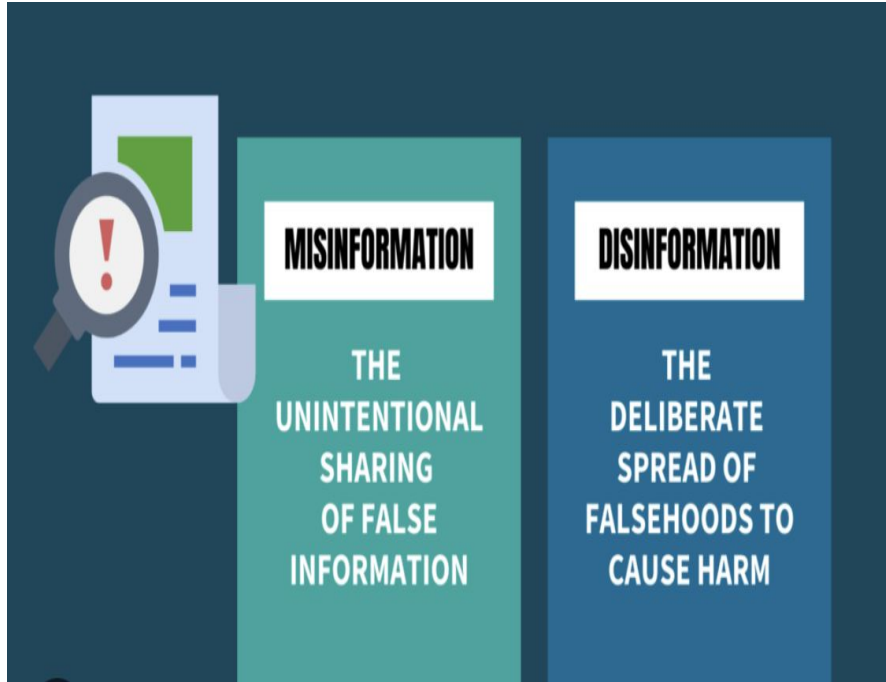
Reduces no-show rates and improves clinic efficiency



Ethical Dilemma!!!



Misinformation vs. Disinformation



70%

More likely for
false info to be
retweeted

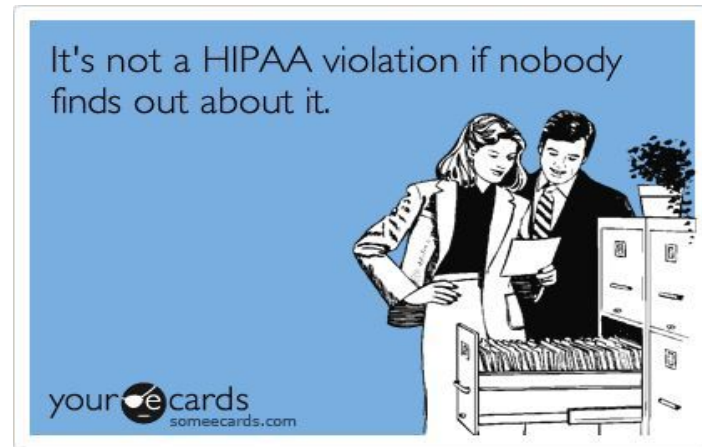
Misinformation appeared in
0.2% to 28.8% of related posts
during COVID-19

Patient Confidentiality



Even “de-identified” patient cases can still reveal identity

REMEMBER: Assuming a post is safe “just because it’s anonymous” is **NOT ENOUGH**



Medical Professionalism



Lines between personal and professional lives become blurred

Most Frequent Unprofessional Content



Work environment complaints
58%



Prejudicial language
29%



Cyberbullying
11%

Others 2%

Protecting Professional Identity

Online actions reflect on the **ENTIRE** profession, **NOT** just the individual



Providers are also **role models** to peers and future trainees

How does this apply to PAs?



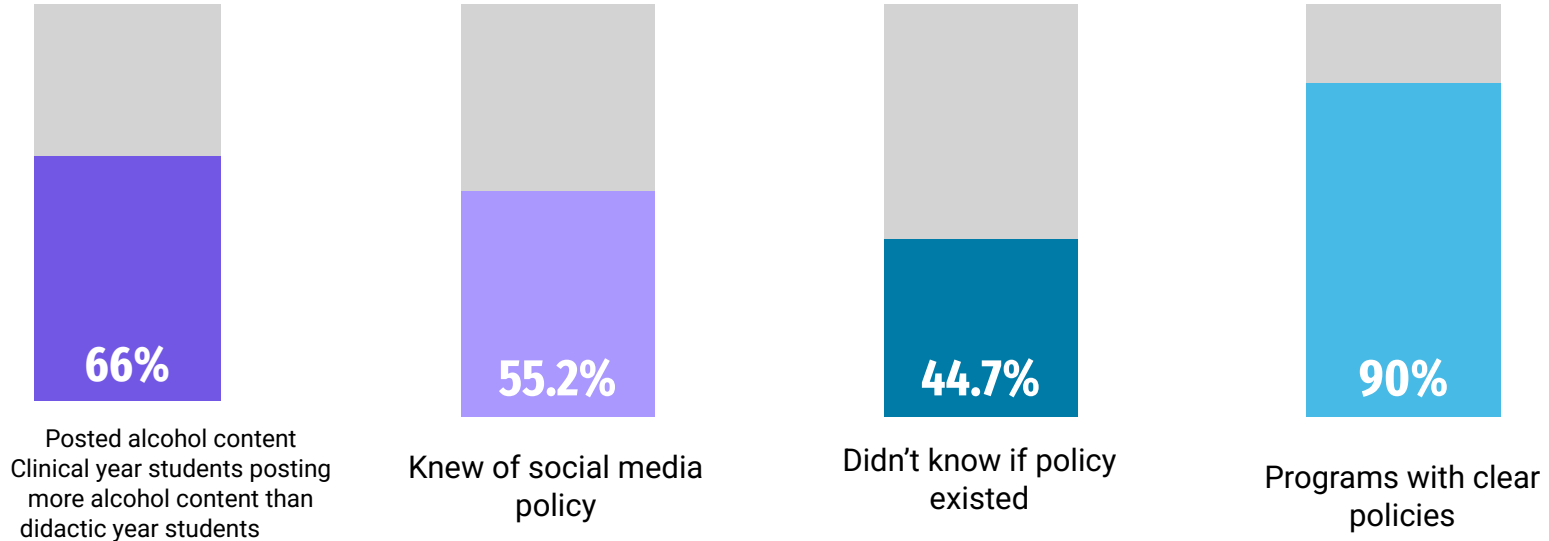
**Ethics, Accountability,
Professionalism**

“It is imperative for constituent organizations and their representatives to present themselves in a professional and ethical manner that is respectful of the PA profession and fellow PAs.”

- AAPA, June 2024

Key findings: What PA students reported

PA Program Directors were emailed and asked to disseminate an anonymous survey to their students.



Despite **90%** of programs having clear policies, **over 40%** of students were unsure or unaware of them. **Clear policies exist, but awareness and compliance remain low.**

Things we can do

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graph TD; A[Things we can do] --> B[Avoid patients online]; A --> C[Set professional boundaries]; A --> D[Ensure that you are HIPAA compliant]; A --> E[Don't share something you wouldn't show your boss];
```

**Avoid patients
online**

1

**Set
professional
boundaries**

2

**Ensure that you
are HIPAA
compliant**

3

**Don't share
something you
wouldn't show
your boss**

4

Now, it's your turn.



References

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