Social Media in Anesthesia Practice

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“I think that email will explode in the future”
Bill Gates, 1992
Agenda

- Types of Social Media
- Current use
- Future use
- Dangers
- Developing a policy
- Developing your own personal social media.
What is Social Media?

Social media refers to the means of interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks.

- Internet based applications
- Allow creation and exchange of user generated content
- Use mobile and web based platforms
- Allows real time exchanges of information within and between individuals and groups
Importance of Social Media

- 51% of people aged 25–34 used social networking in the office, more than any other age group
- People continue to spend more time on social networks than any other category of sites—20% of their time spent on PCs and 30% of their mobile time
- As of 2012, Facebook has 152,226,000 unique PC visitors and 78,388,000 unique mobile app visitors. Twitter reported 37,033,000 unique PC visitors and 22,620,000 unique mobile app visitors.
- Total time spent on social media in the U.S. across PCs and mobile devices increased 37 percent to 121 billion minutes in July 2012, compared to 88 billion in July 2011

Comparison

Published Media

- Quality standards by publisher
- Subscription / Mailing
- Production is complex
- Time lag between creating and publishing
- Once printed cannot be altered

Social Media

- Quality determined by individual
- Available world wide
- Can be posted immediately
- Can be altered instantly
Web Based

- **Traditional Web Sites**
  - URL identifies the type of site
    - .com / .edu / .net / .gov / .org
  - Share information with a public or private group
  - Marketing
    - Product information
    - Sales
  - Social
Mobile Devices

Devices that connect to the internet or to each other using traditional internet technology or mobile apps.

- Phones
- Pads
- Notebooks
- Wireless laptops

Allow real time access to information in any location
Twitter was created in March 2006 by Jack Dorsey and by July, the social networking site was launched.

- Over 500 million registered users as of 2012
- Generates over 340 million tweets daily
- Handles over 1.6 billion search queries per day
Gossip or Useful Tool?

“Twitter may either be the greatest prank ever played on the internet community or it may be the best thing since sliced bread”

Phil Baumann, 140 Health Care Uses for Twitter
http://philbaumann.com/2009/01/16/140-health-care-uses-for-twitter/
Health Care Uses for Twitter

- Epidemiological survey
- Disaster alerting and response
- Emergency response team management
- Supportive care for patients and family members
- Alarming silent codes (psychiatric emergencies, security incidents)
- Biomedical device data capture and reporting
- Medical service collaboration in the clinical setting
- Triage management in emergency rooms
- Publishing health-related news
Health Care Uses for Twitter

- Reporting hospital staff injuries
- Reporting medical device malfunctions
- Product safety alerts
- Pain management
- Patient-sharing of health-related experiences
- Post-discharge patient consultations and follow-up care
- Discussing HIPAA reform in the age of micro-sharing
- Recruitment of health care staff
Monitoring of Social Trends

“We analyzed over 500 million Twitter messages from an eight month period and find that tracking a small number of flu-related keywords allows us to forecast future influenza rates with high accuracy, obtaining a 95% correlation with national health statistics.”

Aron Coulotta, Columbia University Library
West, Texas
Facebook

- Launched in 2004
- As of September 2012, over 1 Billion users
- Over half use mobile devices
- User must register and create a profile
- May join user groups
A National Cross-sectional survey of social networking practices of U.S. Anesthesiology Residency Program Directors

A. Barker et al, Journal of Clinical Anesthesia 2012

- Social media is a staple of American culture especially among younger generations.
- Users are able to generate content
- Professional and personal lives can become blurred
- Patient confidentiality can be compromised

Only 30.3% of Residency Programs have Social Media Policies
The Intersection of Online Social Networking with Medical Professionalism
Thompson, LA et al, J Gen Intern Med 2008

- Among Medical Residents
  - 44.5% Frequently use Facebook
  - 83% of accounts had personally identifiable information
  - 70% of accounts describe alcohol use or excessive drinking.
Perspective

Becoming a Physician

Practicing Medicine in the Age of Facebook

Sachin H. Jain, M.D., M.B.A.

In my second week of medical internship, I received a “friend request” on Facebook, the popular social-networking Web site. The name of the requester was familiar: Erica Baxter. Three years earlier, as a medical student, I had participated in the delivery of Ms. Baxter’s baby. Now, apparently, she wanted to be back in touch.
In confirming this patient as my “friend” on Facebook, I was merging my professional and personal lives. From my Facebook page, Ms. Baxter could identify and reach anyone in my network of friends, view an extensive collection of personal photographs, read my personal blog, and review notations that others had left on my “wall.”
Facebook in Medicine

- Communication
  - Colleagues
  - Patients
- Education
  - Pre/Post-Op Instruction
  - DOS Information
- Marketing
  - Services
  - Billing
Caution:

- HIPAA Violations
  - Must protect patient information and dignity
- Revealing Personal Information
- Becoming a distracted Healthcare worker.
- Violating Institutional policies and trademarks
Common Sense

- Don’t discuss patients, even in general terms; it’s not that hard for John Doe’s friends to figure out who it is.
- Do talk about conditions, treatments, research and best practices without identifying patients.
- Identify yourself. “Anonymity breeds bad behavior.”
- Don’t post online anything you would not say in the elevator.
- Use separate accounts for your personal and professional lives.

Dave Ekrem, The manager of web development and social media for MassGeneral Hospital for Children
When Your Fingers do the Walking, Where do they Walk?
Education

• “The more we use social media the more we understand it”
• Youtube can be a “very valuable” classroom aid.
• Pre-recording the key points and references allows students to prepare for class.

USA Today 3/14/12
PreOp.com

- 503 YouTube videos
- All aspects of Surgery are presented
- Pre-op anesthesia teaching
  - Interview
  - General
  - Spinal / Epidural
  - OB
Patient Education

“The main reason I wanted to do this was for the educational possibilities. I spend a lot of my time with patients on what to expect and what the steps are,” Kim said. “A lot of anxious patients want to know exactly what happens. With this they will be able to see what happens.”

http://www.huffingtonpost.com/2012/05/08/houston-hospital-live-tweet-brain-surgery_n_1500751.html
Visalia California Hospital District

- District ordered 100 iPads for employees
  - X-Ray images
  - ECG
  - Patient monitoring

"This is going to make my day easier and patient safety better," Roger Haley, a kidney specialist at the hospital, said in an interview with a local ABC News station. "Now, I don't have to find a workstation to do what I need to do; I do it right there, right then, right now."

http://mashable.com/2010/04/21/hospital-purchases-100-ipads/
Steps You Can Take to Secure Your Mobile Devices

- Draft a Mobile device policy
  - Who may access
  - Which information may be accessed
  - Which devices may be used

- Follow organization's policy
  - List specific security requirements
  - Know your IT security officer
Steps You Can Take to Secure Your Mobile Devices

- Physical security
- “mobile” devices are mobile
  - Guard laptops, pads, phones
  - Protect screen in public area

- Passwords
  - Password protect your device
  - Use unique password
  - Protect your passwords
Steps You Can Take to Secure Your Mobile Devices

- Auto logoff or timeout
  - will lock the device after a set time of no activity

- Information storage
  - Need higher level of protection if on device
  - Information tends to be more current when NOT stored on device
  - Stored information requires backup on a server

- Remote wipe
  - Enables erasing of hard drive if device is stolen
In The Operating Room

- Books
- Specialty apps
  - Pediatric
  - Cardiac
  - Pharmacology
- Patient education
- Patient information
Mobile Books

- Miller’s Anesthesia ipad app
- Textbook of Regional Anesthesia Kindle app
- Anesthesia Comprehensive Review iPhone App
- Unbound Medicine
  - About 20 books / apps related to anesthesiology
Favorite Anesthesia apps

- Epocrates
  - Drug reference
    - Dosage
    - Interactions
  - Mobile Resource Center
    - Diseases
    - Alerts
  - Drug reference
  - Anatomy
  - Cardiology
  - Anatomy flash cards
  - Pregnancy and Baby development
  - Medical spanish
Epocrates

- Drug Information
- Drug Interactions
- Mobile Sample Closet
- Pill ID
- Tables/Calculators
- Extras
Favorite Anesthesia apps

- **Pedi Safe**
  - Color coded
  - Weight based drug dosage
  - Anesthesia tube sizes
  - Emergency drugs
## Pedi Safe

### Pedi Safe: ICU, OR, ED Meds

<table>
<thead>
<tr>
<th>Weight Range</th>
<th>Pounds Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 kg</td>
<td>4-7 lbs</td>
</tr>
<tr>
<td>4 kg</td>
<td>8-12 lbs</td>
</tr>
<tr>
<td>6 kg</td>
<td>13-16 lbs</td>
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<tr>
<td>8 kg</td>
<td>17-20 lbs</td>
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<tr>
<td>10 kg</td>
<td>21-25 lbs</td>
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<tr>
<td>12 kg</td>
<td>26-31 lbs</td>
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<tr>
<td>15 kg</td>
<td>32-40 lbs</td>
</tr>
<tr>
<td>19 kg</td>
<td>41-51 lbs</td>
</tr>
<tr>
<td>24 kg</td>
<td>52-64 lbs</td>
</tr>
<tr>
<td>30 kg</td>
<td>65-86 lbs</td>
</tr>
</tbody>
</table>

### Normal Vital Signs

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heart Rate (HR)</td>
<td>70-110 beats/min</td>
</tr>
<tr>
<td>Systolic BP</td>
<td>90-105 mmHg</td>
</tr>
<tr>
<td>Diastolic BP</td>
<td>55-70 mmHg</td>
</tr>
<tr>
<td>Respiratory Rate (RR)</td>
<td>20-30 breaths/min</td>
</tr>
<tr>
<td>Tidal Volume</td>
<td>60-88 ml</td>
</tr>
<tr>
<td></td>
<td>6-8 ml/kg</td>
</tr>
</tbody>
</table>

### Airway Equipment

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>ET Tube Size (cuffed)</td>
<td>4.0 mm</td>
</tr>
<tr>
<td>Distance at the Lip</td>
<td>13 cm</td>
</tr>
<tr>
<td>ET Tube Size (uncuffed)</td>
<td>4.5 mm</td>
</tr>
<tr>
<td>Distance at the Lip uncuffed</td>
<td>13 cm</td>
</tr>
<tr>
<td>Laryngoscope</td>
<td>Miller 1.5</td>
</tr>
<tr>
<td>LMA Size</td>
<td>2 #</td>
</tr>
<tr>
<td>Cuff Inflation Volume</td>
<td>10 cc</td>
</tr>
</tbody>
</table>

### Pretreatment Medications
Favorite Anesthesia apps

- **Draw MD**
  - Common templates
  - Draw with your fingers
  - Save or email
ABEO Coder

- **Search by Keyword**
  - Type procedure names, words or phrases to find associated codes.

- **Search by Category**
  - Choose to search by category under CPT, ASA and ICD codes.

- **Save Favorites**
  - Save your favorite codes so you can access them conveniently without searching again.

- **Code Identifiers**
  - Identifier icons appear to indicate the code attributes.
  - (i.e. male specific, female specific, maternity, starred, unlisted)

- **Average Billable Time**
  - View average billable time for each procedure.
What’s the Risk?

- Patient Privacy
- Distracted Workers
- Infection Control
Infection Control

- Devices go room to room with workers
- Common Organisms
  - MRSA
  - Klebsiella
  - E. Coli
  - Stapy Aureus

Seth Kankel Anesthesiology News June 2011
Distracted Workers

“"You justify carrying devices around the hospital to do medical records," he said. “But you can surf the Internet or do Facebook, and sometimes, for whatever reason, Facebook is more tempting.”

Matt Richtel, NY Times Dec 14, 2011
Distracted Workers

“The proliferation of portable electronic devices, smart phones, tablets, and the like, are driving the attention of health professionals away from patients.”

KEVIN PHO, MD | KEVIN’S TAKE | DECEMBER 15, 2011
“55 percent of technicians who monitor bypass machines acknowledged to researchers that they had talked on cellphones during heart surgery. Half said they had texted while in surgery.”

“We’re encouraging more doctors to use “point of care” apps, which, in theory, should benefit patients. But unaccounted for is the fact that smartphones and tablets carry many other functions that are non-clinical — like Facebook”
Distracted Healthcare Workers

- The neurosurgeon made at least 10 personal calls on his cell phone during the operation.
- Half of heart-monitor technicians say they've texted during surgery.
- Hospitals that employ distracted doctors could also face lawsuits.

Distracted Doctors Linked to Medical Errors

By Andrew Chow, JD on December 23, 2011 5:47 AM | No Trackbacks

Recent studies have diagnosed a growing problem in operating rooms: Distracted doctors and surgical staff are often texting or surfing the web while performing patient procedures. It's led to medical errors and lawsuits.

"My gut feeling is lives are in danger," a doctor and author of one of the studies told The New York Times. "We're not educating people about the problem, and it's getting worse."

Case in point: a patient in Colorado who was left partly paralyzed, allegedly by a distracted doctor. The neurosurgeon made at least 10 personal calls on his cell phone during the operation, the patient's lawyer told The Times.

The patient's lawsuit was settled out of court, and the lawyer declined to provide more details.

While medical professionals are expected to multitask, experts say distracted doctors are taking it to a dangerous new level. The Times quoted doctors who've witnessed others texting, updating Facebook, and shopping at Amazon and eBay during surgery.
A recent survey found that 55 percent of technicians monitoring bypass machines admitted to talking on cell phones during surgery. Half admitted to texting while in surgery.

A widely read editorial in Anesthesiology News by Peter J. Papadakos, MD, says health care workers today are "fixed on computer screens" and rarely receive information directly from their patients.

Papadakos referred to a study presented to the American Society
From Lawyers.com

“Why does anyone carry a cell phone into an operating room? The patient on the table deserves the undivided attention of everyone in that room.”

“We’re dismayed by reports that say doctors, nurses, technicians and others providing medical care are spending too much time focused on smartphones, computer screens and other devices when they should be paying attention to their patients.”
“We’re not against the use of electronic devices for delivery of medical records or even personal communication, but it is absolutely crucial that a focus on the patient is not dropped from the accepted standards of medical care,”

Will future malpractice policies include restrictions on use of mobile devices while providing patient care?
Social media

- Internet
- email
- Facebook / Twitter
- Texting

• Social media is fertile ground for employment / credential background checks!!
Background checks
  - Internet presence
  - Social Media activity
Follow pre-defined criteria
Report negative material
  - Racist comments
  - Explicit pictures / videos
  - Illegal activity
Should I be Invisible on the Internet?

- Most people can be found
  - Being invisible makes you odd
- A large internet footprint with positive information is the best option.
  - Patients
  - Employers
I Flunked My Social Media Background Check. Will You?

REJECTED!
As the NFL referees lockout continues, people are finding more and more reasons to complain about the replacement refs. The preseason saw its fair share of blown calls, and a quick search of Twitter will show you that people are still frustrated with the quality of the officiating as we close week two of the season.

And now, some Facebook sleuthing has led to one replacement referee’s outing as it was determined that he may have held some allegiances that could have affected the outcome of one Sunday afternoon matchup.
“Google recently purchased PittPatt (Pittsburgh Pattern Recognition) a facial recognition technology company. Now no one knows what they will do with this technology, but if Google employs it to the levels in which they normally embark on projects (think Google Earth, Google Maps, the largest online library, etc.) one can envision a future where Google can search the Internet looking for pictures and not text.”

Article Source: http://EzineArticles.com/7053576
Rules are emerging

- Labor laws protect employee rights
- “water cooler talk” is allowed in the workplace
- Discrimination is NOT allowed in the workplace
  - Age
  - Gender
  - Religion
  - Sexual preference
  - Physical conditions

Have a non decision maker screen the social media and present ONLY the material that is legal and pertinent.

Your patients don’t have to follow any rules related to media searches!!
Protect your Internet Reputation

- Clean up your social media.
- Have a large “Internet footprint”
  - Professional
  - Personal
A National Cross-sectional survey of social networking practices of U.S. Anesthesiology Residency Program Directors
A. Barker et al, Journal of Clinical Anesthesia 2012

- Departments should have a written policy related to social media use
- Leaders should become familiar with professionalism issues related to social media
- Anesthetists should be mentored in the ethics of social media
Social Media Policy

Why you need a Social Media Policy

- Sets standards for developing social media
  - Institutional trademarks, copyrights, policies
- Establishes guidelines for social media use
  - Who, when, where
- Ensures patient privacy
  - Compliance with HIPAA regulations
- Protects healthcare workers from legal claims
  - Your practice must follow institutional policies
AANA Position Statement Number 2.18
Mobile Device Use

“Advocates of mobile handheld devices cite enhanced productivity and mobility, improved information access and communication, higher quality care, and reduced medical errors.”

“User friendly tools that improve mentorship through increased communication, provide easy access to medical references and guidelines, and increase accessibility to medical apps that can guide clinicians during direct patient care.”
AANA Position Statement Number 2.18

Mobile Device Use

- “Certified Registered Nurse Anesthetists (CRNAs) have an ethical responsibility to provide safe patient care by avoiding non-essential distractions.”
- “The AANA supports the use of mobile devices as established by institutional policy for patient-related communication among members of a patient care team”
- “CRNAs should avoid the unnecessary use of these tools when delivering anesthesia care services.”
AANA Position Statement Number 2.18
Mobile Device Use

- “concerns related to mobile device use in the OR are bacterial contamination and interference with medical equipment.”
- “little data is known about the prevalence of smartphone use for nonclinical purposes and its impact on clinician vigilance and patient care”
AANA Position Statement Number 2.18
Mobile Device Use

• “Inappropriate use of social media, such as posting patient protected health information or photographs/videos on social media sites, blogs, or discussion boards, can violate federal and state laws”

• “Healthcare employees should be aware that breaches in confidentiality may result in civil liability to patients, job loss, disciplinary action by state licensing boards, and even criminal investigations and sanctions.”
Creating Social Media

- Individualize for user preferences
- Involve the user by engaging conversation
- Integrate your content into the user’s life
- Initiate user generated content

If you love something, let it go mobile: Mobile marketing and mobile social media 4x4, Andreas Kaplan, ESCP Europe, 79 Avenue de la République, F-75011 Paris, France
Social Media?
Patients Expect it!

MyChart-Online Patient Portal

MyChart is the online patient portal that Scott & White will be implementing as part of Project Phoenix. MyChart allows patients to interact with their chart and health care providers, and will provide patients with the ability to:

- Securely and confidentially e-mail clinicians to ask for medical advice and other information
- Review instructions and summary reports from recent clinic visits
- Review instructions and lab results from recent hospital visits
- View clinic lab results
- Request new appointments and view appointment information
- Review personalized health reminders
- Review current medications
- Request prescription renewals
- Review health history
Patient Driven Healthcare

- Email clinicians
- Review patient instructions
- Review lab reports
- Request appointments
- Receive personalized health reminders
- Review current medications
- Request prescription renewals
- Review health history
Should You be Using Social Media?

• How much time do you have available?
  • Creating your own site takes time and skill
    • Personal web site
    • Facebook account / page
  • Participate in discussions on existing sites
    • Use format in existence
    • Participate in dialogue
Who do You Want to Communicate With?

- Different messages and formats for different groups
  - General public
  - Your work group
  - Colleagues
  - Patients and Families
- Your target audience will help select the best format.
What Do You Want to Tell Them?

- Basic information about services
- Building your brand and/or image
- Patient education
  - Pre-op instructions
  - General information about anesthesia
- Staff information
  - Schedules / meetings
  - Policies/procedures
  - Equipment
Do You Want them to Answer?

- Two way interaction increases interest
  - Survey
  - Blog
- Current topic with comments welcome
  - Open format versus monitored comments.
Can You Ensure Privacy?

- HIPAA compliance is essential
  - Always get consent before posting patient information
  - Patients may submit their own posts which reveal protected health information
- January 2013 HIPAA regulations include stiff penalties for violation of patient rights to privacy.
- HHS office of Civil Rights enforces HIPAA regulations.
Embrace and Use Social Media to Your Advantage

- Vast amount of information in your hand
- Enhance communication
  - Within your group
  - With your patients
- Always put patient needs first
  - Safety
  - Privacy
- Follow established rules for the use of your device
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