Social Media and Medical Professionalism: How I Tweeted My Way Out of Pediatrics

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Conflicts of Interest

We have nothing to disclose.
Goals

• Describe how current technology and social networking media can be utilized by learners.

• Identify common pitfalls associated with social media and medical professionalism.

• Formulate solutions for unprofessional electronic behavior by interpreting "real-life" cases of social media usage in pediatric residency.

• Prepare attendees to instruct individuals at their institution in social media professionalism.
Net Generation

• Learning Styles
  – Interactive
  – Multimedia
  – Immediate Response
  – Technology, but…

Oblinger, *Educating the Net Generation*, EDUCAUSE
Net Generation

- Net Generation / Millennials / Gen Y
  - 1982 to 1991
    - Now coming to you for medical care and medical knowledge

- “Digital Natives”
  - 20% use computer by age 8
  - 60% 11-18 year olds use computer daily
    - 50% go online regularly
  - Interconnected

Professionalism


  - Problems
    - Open the door to extraneous interactions
    - Do not prioritize patient’s therapeutic interests
    - Can lead to problematic physician self-disclosure
    - Privacy
    - Gathering of unintended information
Professionalism

  - University of Florida
    - Medical students (501)
    - Residents (312)
  - Searched for Facebook profiles (362)
    - Medical students (322)
    - Residents (40)
Professionalism

- Unprofessional Material
  - Groups
    - PIMP
    - Physicians Looking for Trophy Wives in Training
    - Keep Your __ Hand Down and Shut the ___ Up
Professionalism

  - Unprofessional Material
    - Content Analysis of 10 random profiles
      - 90% used “extensively”
      - 70% had photographs with alcohol
        - 10 – 50% with excess intake implied
      - “drunkenness, overt sexuality, foul language and patient privacy violations”
Professionalism

• Chretien et al. JAMA. Sept 23, 2009
  – Survey of Medical School Deans (78)
    • Unprofessional Postings
      – 60% reported student incidents
        • 52% profanity
        • 48% discriminatory language
        • 40% depicting intoxication
        • 38% sexually suggestive
Professionalism

• Greysen et al. JAMA. Mar 21, 2012
  – Survey of Licensing Boards (48)
    • Reported Violations
      – 92% received report of physician incidents
        • 69% inappropriate communication
        • 61% inappropriate medical practice
      – 65% reported complaints from patients/families
      – 50% reported complaints from physicians
Institutional Policies

• Cleveland Clinic
• Cleveland MetroHealth
• Helen de Vos Children’s/Grand Rapids
• Indiana University School of Medicine
• Mount Sinai Medical Center
• University of Florida
“I got the flu”

• Ginsberg. *Nature*. Feb 19, 2009
  – Google search queries
    • 50 million search queries
  
  • Which queries match the CDC data the best

• Modeled number of queries to include
  – 45 was optimal
  – Significant drop-off after 80 terms
The Cases

• Identify professionalism issue(s)

• Formulate appropriate consequence(s)

• Identify area(s) for growth for the individual or the program
Larry Davis

I had the worst day ever. Painful rounds in this room. We couldn’t get out of the room-family kept asking questions. The nurses kept paging me back to room to speak to this family. The whole family is crazy. This kid has had the million dollar workup (no...billion dollar work up) for abd pain and HE HAS NOTHING WRONG WITH HIM. I just wish that they would leave the hospital.

March 23 at 8:33am · Like · Comment

Melissa Moore Etnier

FYI: I think I know this family and I find that comment RUDE. You don’t know this family AT ALL. Would appreciate comments be kept to yourself.

March 23 at 5:49pm · Like

Amanda Belt-Roehsch

I was their nurse today and that kid is fine! I agree Larry! If you were his nurse you would think the same thing Melissa. He is just trying to get his parents attention! ...I can understand why! His mother, Crystal, is so self-absorbed. And did you see her bright red hair?! Figures she would work at Taco Bell!

March 23 at 7:58pm · Like

Michael McKenna

I can’t believe that you would talk about me, my daughter and my family. YOU AND THIS HOSPITAL ARE A DISGRACE!

March 24 at 12:40pm · Like

Larry Davis

Hoping to see a great band tonight!!

March 23 at 7:58am · Like · Comment

Larry Davis

Pizza tonight for dinner. The dinner of champions.
Patty Persephone

Going out tonight with my family to celebrate the hospital discharge. It’s so great that I seem to just fit right in with everyone!
Thursday at 9:54am · Like · Comment

Patty Persephone

What a weekend. Love that feeling when you just start dating someone new. Starbucks guy and I had our first official date this weekend. So much fun. He and his family have been really stressed since his sister was admitted to the hospital, so he needed to get out and have some fun. I’m glad I was able to provide some much appreciated reassurance.
March 28 at 9:45am · Like · Comment

Patty Persephone

Turns out cute SB guy is hanging out @ hospital visiting a family member. I was on Nightfloat overnight and he brought a cup of coffee and a bagel to the nurses station for me. Very sweet. I think I have a crush...
March 25 at 5:47am · Like · Comment

RECENT ACTIVITY

Patty changed her profile picture.

Patty Persephone

So... I was working today and went to the cafe to get a much needed afternoon caffeine fix from Starbucks. Line was to the door... no matter, though, because I met a cute guy while I was waiting. We chatted over lattes.
March 23 at 2:01pm · Like · Comment

Patty Persephone

Hi Everyone! Will be sure to keep you all posted on my life now that I am an intern!

Friends (3)

Michael McKenna
Larry Davis
Thomas Franklin

Piediatric Resident at Gotham University Pediatric Residency  Studied at STATE COLLEGE UNIVERSITY  Lives in Calumet City, Illinois  From Indianapolis, Indiana  Born on April 20, 1985

Share: Status Question Photo Link Video

What's on your mind?

Thomas Franklin

Haha! I'm so funny!

March 30 at 5:44pm  Like  Comment  Share

Another tough day at work, time for some technicolor dreams!

March 30 at 5:37pm  Like  Comment

Dude, where have you been? I haven't seen you for awhile...

March 27 at 8:20pm  Like  Comment  See Friendship

You know, a little of this and a little of that. All is well!

March 30 at 5:37pm

Myths and Facts About Marijuana
www.drugpolicy.org

Reliable information about marijuana and its effects based on scientific research and data.

Write a comment...

People You May Know

Amanda Belt-Roesch
2 mutual friends  Add as friend

Melissa Moore Etnier
2 mutual friends  Add as friend

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Chicago Bucket List
livingsocial.com

365 things to do in Chicago this year.

Legalize & Tax Marijuana
leftaction.com

Why is America "addicted to a profoundly stupid approach to marijuana? Take action today & tell our leaders: "Legalize it and tax it!"

Bucket List
groupon.com

365 Things to do in Chicago before you die.

The Kraken Rum

The Deadly Beast of Myths and Facts About Marijuana
www.drugpolicy.org

Reliable information about marijuana and its effects based on scientific research and data.