Social Media and the Evolution of Medical Professionalism

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April 19, 2012
Disclosures

• Doctor at Radiation Oncology Associates, PA
  - Practice in MA, NH

• Volunteer for
  - American Society of Radiation Oncology
  - Massachusetts Medical Society
  - Mayo Clinic Center for Social Media

• Financial disclosures:
  - Consultant for clinical trial, Augmenix, Inc.
Overview

• Definition
• Challenge of social media
• Risks and benefits
• Current guidelines
• Redefining professionalism
What is a professional?

• Professional:
  – “conforming to the technical or ethical standards of a profession”
  – “participating for gain or livelihood in an activity or field of endeavor often engaged in by amateurs”
As recently graduated medical students are on the verge of beginning their residency programs, the Social Media Health Network is pleased to offer a resource to encourage awareness of and discussions relating to use of social
Social Media are Communication Tools

• Global reach
• Easy access
• Little technical expertise needed
• Immediate impact
• Dynamic content

accessed 9/17/2011
Social Media

• Presents perplexing challenge
• Transforming the way we interact
• Patients online for healthcare beyond the exam room
Facebook: 845 million and growing
10 Levels of Intimacy in Today's Communication:

1. Twitter
2. Facebook Status
3. Facebook Message
4. Email
5. Text Message
6. IM
7. Letter
8. Phone
9. Video Chat
10. Talking

via pleaseenjoy.com
Risks of Social Media

• Reputation
  – Expertise
  – Patient satisfaction

• Medicolegal

• Patient harm
  – Privacy violation
  – Damage to doctor-patient relationship

• Boundaries
  • Blurring of personal and professional spheres
Reputation in Health 2.0
Medical Professionalism

• Survey of U.S. medical school deans
  – 60% of respondents confirmed medical students posted unprofessional online content
    • Profanity/discriminatory ~50%
    • Sexually suggestive/intoxication ~40%
  – Only 38% had social media policy in place

• Study of U Florida medical students/residents
  – 44% had Facebook account
  – 83% posted personal information, 70% had photos with alcohol

Chretien et al, JAMA 2009
Thompson et al, J Gen Intern Med 2008
Medicolegal Risks

• Disclosure of patient information
  – Statutory risk
  – Common law risk
• “Friending” patients
  – Established
  – Non-established
• Surfing social media sites of established patients
• Physician as employer: social media risks
• Malpractice & risk management

Terry Wall, ASTRO Annual Meeting 2011
Medical Blogs: Privacy and Marketing

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Blogger self-ID</td>
<td>57%</td>
</tr>
<tr>
<td>Individual interactions</td>
<td>42%</td>
</tr>
<tr>
<td>Patient portrayed negatively</td>
<td>18%</td>
</tr>
<tr>
<td>Promoting product(s)</td>
<td>11%</td>
</tr>
</tbody>
</table>

Lagu et al, J Gen Intern Med 2008
Why Risk Getting Involved?

Percentage of Adult Internet Users Who Use Social Networking Sites in Each Age Group

Source: Pew Research Center Internet & American Life Project
Risk of Non-Participation: Who will interact with patients?

- Pharmaceutical companies
- Insurance companies
- Health-oriented social networks
- Self-help/advocacy groups
PatientsLikeMe

- Established initially to help patients with ALS
- >100,000 people with 500+ conditions
- Patients can include a lot of health data

PatientsLikeMe.com, accessed 9/4/2011
Platform or Researcher?

• PatientsLikeMe has published 15 peer-reviewed articles researching its own community

• J Med Internet Res 2010 12(2):e19
  – “As an internal research project without external sponsors, and with no anticipated adverse consequences for participation, institutional review board (IRB) approval was not sought for this project.”

• Also published in Nature Biotechnology, Eur J Neurology
  – no comment on any IRB review
What harms may come?

• Breach of trust/privacy

• Purchasers of data may not report potential health risks/benefits to users

"We're a business, and the reality is that someone came in and stole from us," Jamie Heywood

Wall Street Journal, 10/12/2010
Anorexia and the Internet

• Medical evidence
  – Body image distortion
  – Increased morbidity and mortality

• Pre-internet: Isolating, hidden disease
Pro-Aha: “Support” Groups

THE SKINNY ON CELEBRITY SKINNY
The More They Lose Weight The More We Wonder How?

Nicole Richie Loves Adderall
Fasting For Weight loss

Pro-ana Tips and Tricks

Free FedEx Express Shipping on Ephedra (the size 0 pill)

Instead of getting on a scale let an outfit be your guide to skinny. Break out a tiny little outfit and lose enough weight to fit into it then lose more weight until that outfit becomes baggy on you.

1. Eat Breakfast
Pro-ana websites

- 12% of adolescent girls, 5% boys have looked at them

- “Tips and tricks” include:
  - Caloric restriction/dieting (29%)
  - Distraction (14%)
  - Lying (11%)

Custers et al, Eur Eat Disord Rev 2009
Harshbarger et al, Int J Eat Disord 2009
Benefits of Social Media

• Collaboration
  – Conducting research
  – Clinical guidelines
  – Donations for cancer care

• Connect with patients, others
  – Market your organization
  – Enhance therapeutic relationship
  – Share your research

• Education
  – Patients
  – Colleagues, CME

• Reputation Management
Collaborative Research with Amateurs

“Gamers produced an accurate model of the enzyme in just three weeks”
Being in the hospital after major surgery is no fun. On top of dealing with pain, patients have uncertainty. They also have to worry about getting all the information they need to support their recovery. That’s not always easy in the hospital; things happen quickly and doctors and hospital staff are often really busy. The iPad helps Mayo Clinic make their communication more efficient. Find Mayo Clinic on Facebook.
What to say to a newly diagnosed cancer patient

by Kevin

“So, the doctor told me I have breast cancer. I just wanted to let you know. I'm doing fine right now, but I have some decisions to make regarding my treatment options. I'll keep you posted.”

This may be a typical email sent to family and friends after receiving a breast cancer diagnosis. Sending emails seems more practical at this point. With so many friends and family to update, unless a general meeting is called at the local hotel conference room, they would have to repeat these words over and over again. It's hard enough to say them once.

Read the rest of What to say to a newly diagnosed cancer patient on KevinMD.com.

Category: Patient | Tags: Cancer | No comment

Share on Facebook  Twit This!  Email this  Digg This!  Stumble It!  Add to del.icio.us
Matthew Katz
@subatomicdoc
I am a community-based doctor learning how to use social media to improve cancer care and society. All content represents me, myself and I, none other.
New England • http://about.me/mattkatz

Matthew Katz
@subatomicdoc
What to say to a newly diagnosed #cancer patient
kevinmd.com/blog/2012/04/n... via @kevinmd

Matthew Katz
@subatomicdoc
@Brad_Justus My pleasure, Brad. Have a great day!
In reply to Brad Justus

Matthew Katz
@subatomicdoc
@chemobrainfog Thanks, AnneMarie! I hope you had a nice weekend too.
In reply to AnneMarie Ciccarella

Matthew Katz
@subatomicdoc
@BCSisterhood thanks, Brenda! Fun so far, 3-run homer and some exciting plays. I hope you're well!
In reply to Brenda Coffee

Matthew Katz
@subatomicdoc
Enjoying the Red Sox on a beautiful Sunday w/ my daughter #Fenway100 #Boston #redsox (@ Fenway Park) [pic]: 4sq.com/HOwcMC
Reputation: We are public figures

- UK survey of 953 respondents in general public
- Professionalism based upon
  - clinician
  - workmanship
  - citizen
- Respondents expected doctors to be:
  - confident
  - reliable
  - composed
  - accountable
  - dedicated

Chandratilake et al, Clin Med 2010
Reputation Management

Non-anonymous handle of @subatomicdoc affects search engines
Digital Professionalism: Where do we want to go?

- Guidelines
- Historical perspective
American Medical Association

- **Patient privacy and confidentiality** must be maintained in all environments, including online

- **Monitor own Internet presence** to ensure personal and professional information is accurate and appropriate

- **Maintain appropriate boundaries** of the patient-physician relationship in accordance with professional ethical guidelines

- **Confront medical colleagues that post unprofessional content**

- **Actions online and content posted may negatively affect their reputations** among patients and colleagues and can undermine public trust in the medical profession

*Adopted 11/2010*
As recently graduated medical students are on the verge of beginning their residency programs, the Social Media Health Network is pleased to offer a resource to encourage awareness of and discussions relating to use of social media in healthcare.
Health is a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity.
Medicine is a Social Science

Humanism:
- Communication
- Physical Exam
- Medical Ethics

Nature:
- Molecular Biology
- Biophysics
- Chemistry

Scientific Method:
- Public Health
- Clinical Research
- Preclinical & Clinical Trials

Technology:
- Imaging
- Diagnostics
- Computers

Technology
- Computers

Humanism
- Medical Ethics

Nature
- Biochemistry

Scientific Method
- Clinical Research
We are not on Medicine 2.0
## Evolution of Healers

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<th>v.</th>
<th>Era</th>
<th>Example</th>
<th>Divine</th>
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<tr>
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<td>Prehistoric</td>
<td>Shaman</td>
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In 2011, v4.0 is a century old
V 3.0: Medicine in 19th century

1846  Ether for anesthesia for H&N surgery
1858  Virchow’s Cellular Pathology
1859  Darwin’s On the Origin of Species
1860s Claude Bernard → Experimental medicine
1870s Pasteur → Germ theory, anthrax vaccine
1895  Roentgen’s discovery of x-ray
1899  Aspirin
V 4.0: Flexner Report (1911)

- Medical school education
  - 4 years
  - Merged into university
  - Standardized quality

- Implications for professionalism
  - Scientific method and knowledge trump caring
  - Marginalized other approaches
Reimaging Digital Professionalism

@subatomicdoc
Matthew Katz

"Medicine is a profession for social service and it developed organization in response to social need." -- Charles Mayo #mccsm
## Medicine 5.0

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Professional = an interactive intermediary in health
Ethos of Digital Professionalism

• Traditional
  – Autonomy
  – Beneficence
  – Justice

• New
  – Integrity
  – Connectedness
Integrity & Connectedness

• Integrity
  ▪ Being ‘whole’
  ▪ Honesty
  ▪ Transparency of intent
  ▪ Willingness to change

• Connectedness
  ▪ Centered on relationships
  ▪ Links professionalism to how we interact
  ▪ De-emphasizes knowledge, expertise
  ▪ Challenges notion of objectivity
M.D. = Master Dilettante

• Talented at absorbing salient information

• Integrating practical information and applying it

• Free from need for ‘complete’ knowledge
  – Able to take diverse data, synthesize it

• Focus on education, care for patient and caregivers
  – Values
  – Understanding = listening to each other
Oath of Maimonides

“May the love for my art actuate me at all times... Grant me the strength, time and opportunity always to correct what I have acquired, always to extend its domain”
Social media can extend our domain

• We are healers and teachers

• Professionalism must evolve to adapt

• Failure risks becoming irrelevant

• Re-embrace millennia tradition of caring
Merci