

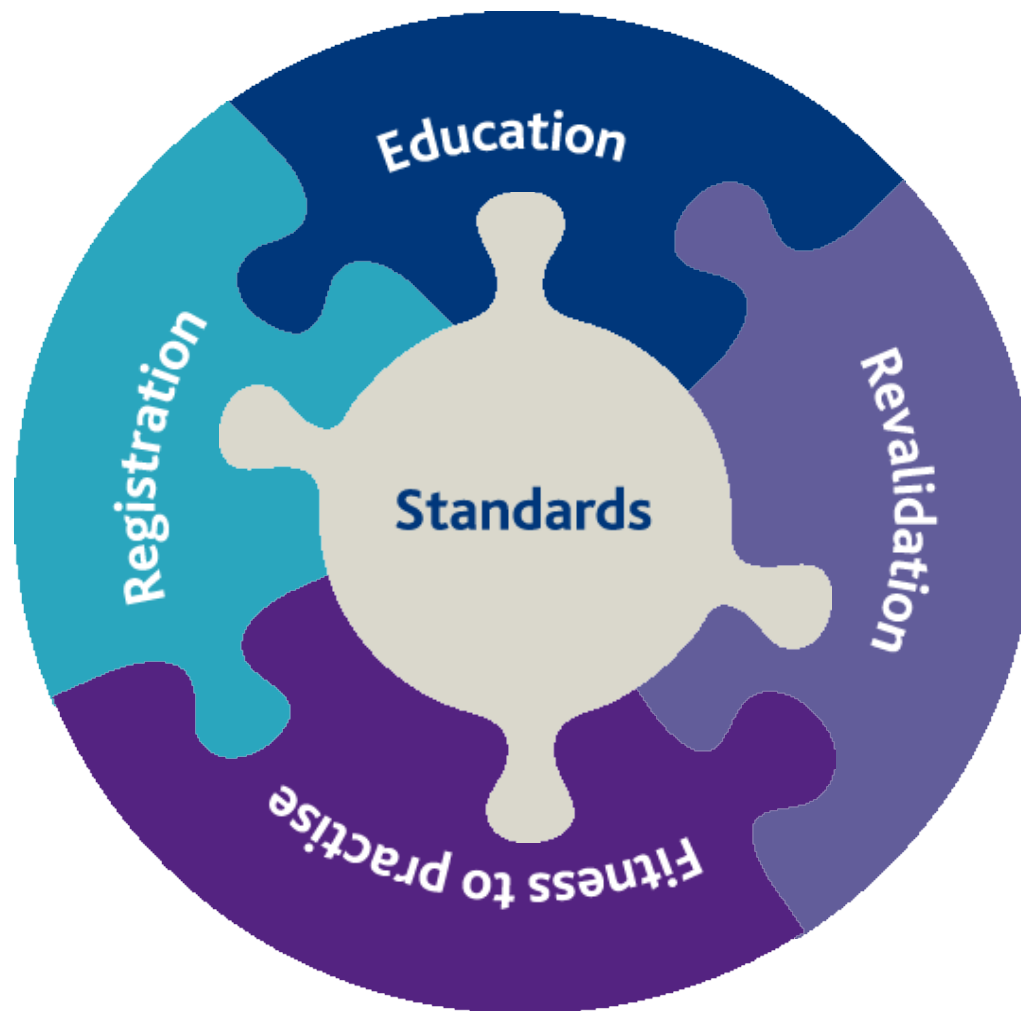
Doctors' use of social media

7 September 2016


Rachel Ware – Regional Liaison Adviser, West of
England

Working with doctors Working for patients

What does the GMC do?



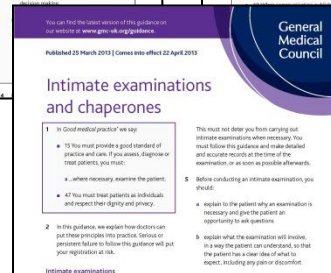
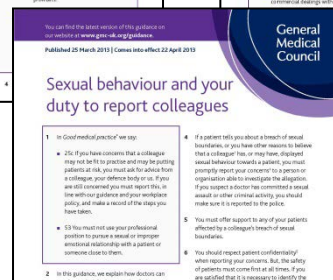
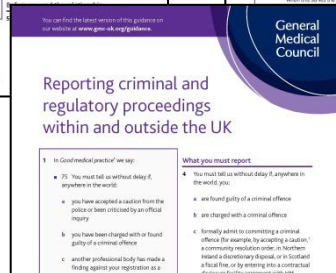
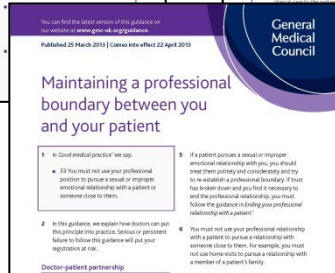
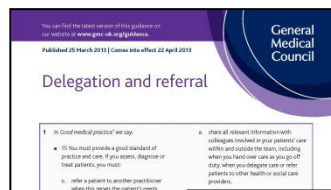
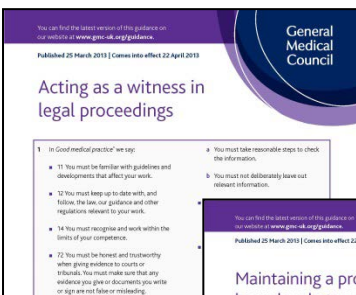
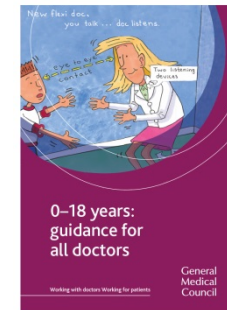
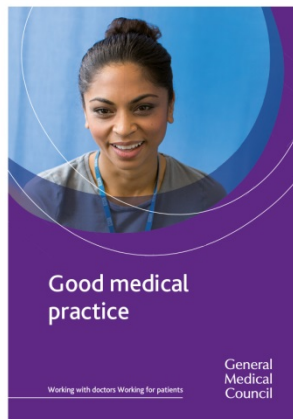
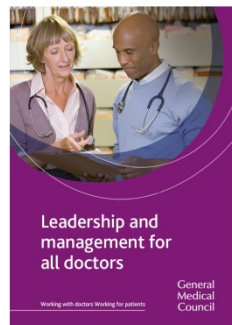
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Confidentiality

Working with doctors Working for patients

General Medical Council



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Why such a Hot Topic?



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To err is human...

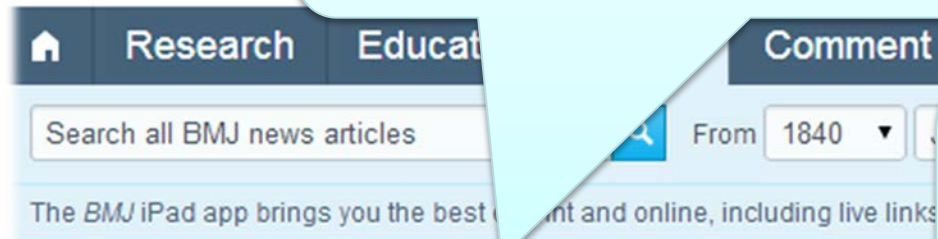


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Social media in practice

BMJ

Next to a photograph of a patient's cut shoulder he commented: "Doctor's advice: don't try going through a glass door"



A picture of a slashed wrist bore a message: "NHS should provide 'how to commit suicide effectively courses'"

NEWS

Trainee GP who posted photos of patients online is told his fitness to practise is impaired

BMJ 2014; 348 doi: <http://dx.doi.org/10.1136/bmj.g2454> (Published 31 March 2014)

Cite this as: BMJ 2014;348:g2454

■ General practice / family medicine ■ Suicide (psychiatry) ■ Suicide (public health)

**Medical Practitioners Tribunal Service:
Fitness to Practise impaired**

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Must or Should?

From *Good medical practice*:

1. You ____ treat colleagues fairly and with respect.
2. You ____ make sure that your conduct justifies your patients' trust in you and the public's trust in the profession.
3. When communicating publicly ... you ____ maintain patient confidentiality. You ____ remember when using social media that communications intended for friends or family may become more widely available.

Definitions....



4 Social media describes web-based applications that allow people to create and exchange content. In this guidance we use the term to include blogs and microblogs (such as Twitter), internet forums (such as doctors.net), content communities (such as YouTube and Flickr), and social networking sites (such as Facebook and LinkedIn).

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Have I Got GMC Guidance for You



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Published 25 March 2013 | Comes into effect 22 April 2013

Doctors' use of social media

1 In Good medical practice¹ we say:

- 36 You must treat colleagues fairly and with respect.
- 65 You must make sure that your conduct justifies your patients' trust in you and the public's trust in the profession.
- 69 When communicating publicly, including speaking to or writing in the media, you must maintain patient confidentiality. You should remember when using social media that communications intended for friends or family may become more widely available.

3 In this guidance, we explain how doctors can put these principles into practice. Serious or persistent failure to follow this guidance will put your registration at risk.

Social media

- 4 Social media describes web-based applications that allow people to create and exchange content. In this guidance we use the term to include blogs and microblogs (such as Twitter), content internet forums (such as YouTube and Flickr), and social networking sites (such as Facebook and LinkedIn).

- 70 When advertising your services, you must make sure the information you publish is factual and can be checked, and does not exploit patients' vulnerability or lack of medical knowledge.

2 In Confidentiality² we say:

- 13 Many improper disclosures are unintentional. You should not share identifiable information about patients where you can be overheard, for example, in a public place or in an internet chat forum...

5 The standards expected of doctors do not change because they are communicating through social media rather than face to face or through other traditional media. However, using social media creates new circumstances in which the established principles apply.

- 6 You must also follow our guidance on prescribing³ which gives advice on using internet sites for the provision of medical services.
- 7 As well as this guidance, you should keep up to date with and follow your organisation's policy on social media.

¹ General Medical Council (2013) Good medical practice London, GMC.
² General Medical Council (2009) Confidentiality London, GMC.
³ General Medical Council (2013) Good practice in prescribing and managing medicines and devices London, GMC.

Doctors' use of social media can benefit patient care by... follow

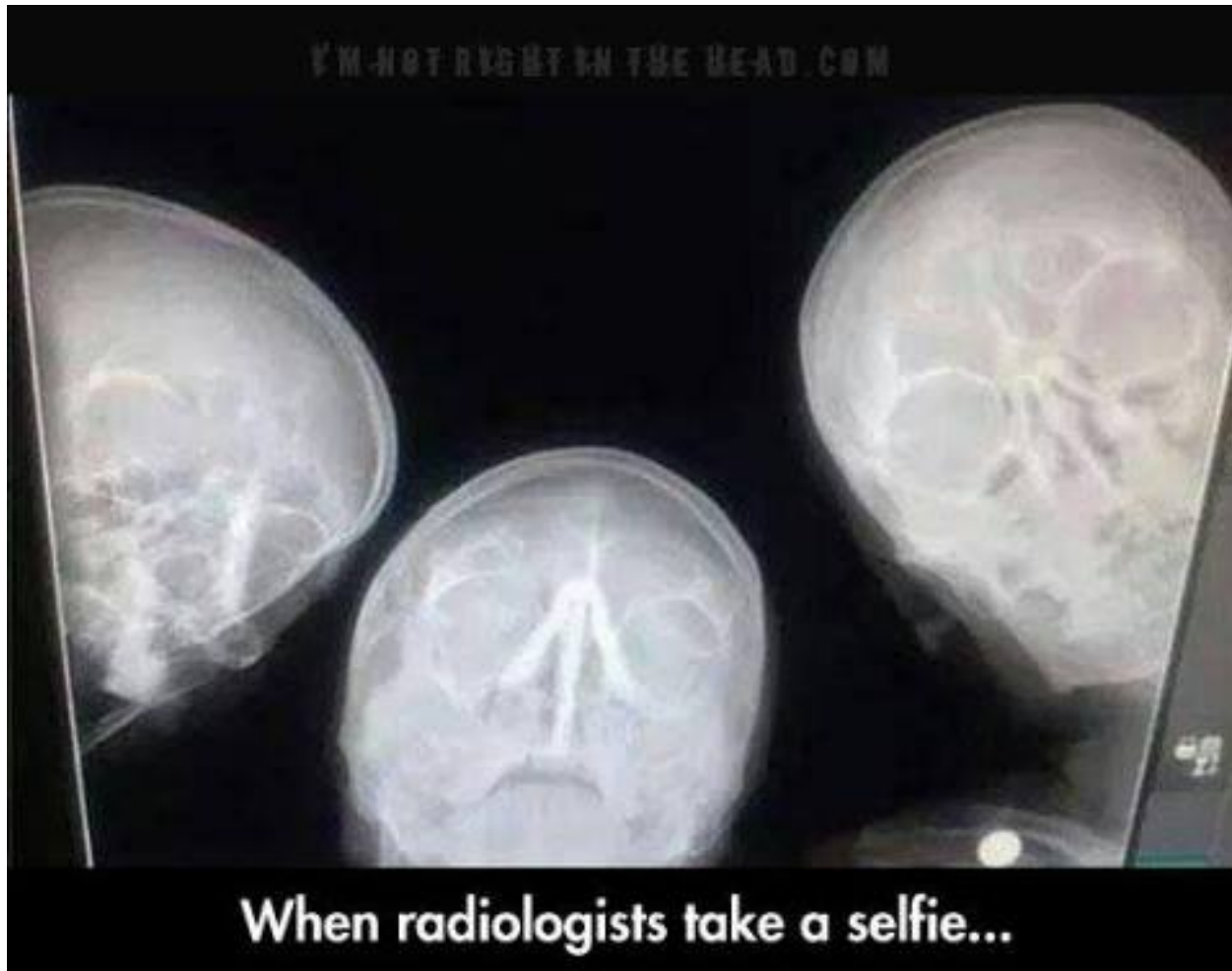
S... patient care by... follow

... doctors must treat colleagues

If you identify yourself as a doctor in publicly accessible social media, you should also identify yourself by _____.

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So what should we care about?



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Providing misleading or inaccurate information on a professional website
Posting photos on Instagram without their consent of patients receiving medical treatment
Contacting a patient through Match.com and asking them out
Posting pictures of drunk doctor colleagues on Facebook
Posting comments about a patient on Twitter containing potentially identifying information
Using discriminatory language in a blog
Posting comments on Twitter that are disrespectful of patients in general but don't contain identifying information.
Advertising a product on social media
Having an argument with a colleague on Twitter

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Infatuated patients use Facebook to stalk doctors

Medical Defence Union says patients are using Facebook, Twitter and texts to make romantic advances



In 2007-11, there were 100 cases reported of unwanted advances to medics, 28 of them involving female doctors. Photograph: Stephen Welstead

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What would you do?



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Coleridge Medical Centre

01404 814447
Canaan Way, Ottery St Mary, Devon, EX11 1EQ
<http://www.coleridge-medical-centre.nhs.net>

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Overview

Opening times

	Reception times	Surgery times	Out of hours
Monday	08:00 - 19:00		
Tuesday	08:00 - 19:00		
Wednesday	08:00 - 19:00		
Thursday	08:00 - 19:00		
Friday	08:00 - 19:00		
Saturday	Closed		
Sunday	Closed		

Last verified on 14/07/2015

Additional information
Read our latest news at www.coleridge-medical-centre.co.uk. You can also follow us on Twitter @coleridgeonline and like us on Facebook

Doctors
Dr Walid Ahmed
Dr Angharad Jones
Dr Christopher Dille
Dr Simon Kerr
Dr Katharine Gurney
Dr Nigel De Sousa
Dr Emma Stuart
Dr Sarah Russell
Dr Sally Caswell
Dr Sarah Fletcher

Online facilities
 Online appointment booking
 Order or view repeat prescriptions online
 Online access to view your record
You must be registered with your GP's online service to access the facilities. [Find out more about accessing online services](#).
[Log in to online services](#)

Key facts

Registered patients	15887 patients
Friends and Family Test score: General Practice	100% Patients recommend this practice. 11 responses.

[More information about this data](#)
[More on how we perform](#)

We are currently accepting new patients. Please register during reception hours. Please note that we are not currently taking part in the voluntary scheme to register patients outside our catchment area.
[Download registration form](#)
[View catchment area](#)
[More patient information](#)

Need advice on how to choose a GP?
[View a guide by the Royal College of GPs](#)

Latest reviews of this gp practice

Excellent surgery
Over the last 8 years I have had very good service from this excellent surgery. The reception staff are always

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Key take away messages



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Evaluation

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