



**WEBINAR**

## **Professionals and Social Media**

Date: **Monday, March 23, 2020**

Time: **2:00 – 3:00 p.m. CT**

Speaker: **Gerald Hickson, MD**

### **Learning Objectives**

- Define people, process and systems required to identify and address unprofessional behaviors involving social media use in the health care setting.
- Discuss the levels of interventions outlined by the Vanderbilt Promoting Professionalism Pyramid for behaviors that undermined a culture of safety and respect.
- Identify use of social media that undermine culture of safety and respect in the health care setting.

### **Target Audience**

Clinical leaders, human resource managers, physician leaders, quality professionals, senior health care leaders.

### **Cost**

\$195 per connection for NHA members. \$390 per connection for non-members.

*Note: The fee is for one phone line with unlimited participants.*

## Speaker Bio

Gerald Hickson, MD, is the Joseph Ross chair of medical education administration and professor of pediatrics at Vanderbilt University Medical Center. Dr Hickson has focused his research on why families choose to file suit and how to identify and intervene with high-risk physicians. His work has resulted in more than 170 peer review articles along with educational initiatives to promote disclosure of medical errors and address behaviors that undermine a culture of safety. Dr. Hickson developed the patient advocacy reporting and coworker observation reporting systems. He serves as a member of the board of directors of the Institute for Healthcare Improvement, served on the board of the National Patient Safety Foundation, Professionals in Patient Safety and on the quality care committee for the National Association of Children's Hospitals and Related Institutions.

## Program Overview

In pursuit of professionalism and high reliability, what role does social media play? Team members understand the potential benefits and risks associated with social media use in the medical workplace and conduct themselves professionally. However, all humans are subject to lapses, with a small number regularly violating professional standards placing patients, quality of work, other team members and organizational reputation at risk. Addressing the challenge associated with social media use requires the right people, process and systems to promote early identification and interventions to promote right practices. This webinar will discuss developing reliable and successful approaches to address clinical team members who model disrespect toward patients, families and fellow medical team members including unprofessional use of social media.