

Professionalism in Psychosomatic Medicine: Keeping Trainees on Track in the Digital Age

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Workshop Outline

- Define professionalism
- Social media in medical practice
- Challenges and opportunities at interface of professionalism and social media
- Teaching and modeling professionalism on CL Service

Professionalism

- Altruism/Advocacy
- Reliability/Responsibility
- Compassion/Empathy
- Honesty and Integrity
- Respect for others
- Self-Improvement
- Self-Awareness/knowledge of limits
- Communication/collaboration

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Social Media

- Social networking sites (SNS)
 - Facebook
 - established in 2004, over 500 million users worldwide, 5th most visited site in the UK in 2008
- Twitter
- Media sharing sites Flickr, You Tube
- Blogs, wikis, podcasts

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Social Networking Sites

- Adds new dimension to teaching and role modeling professionalism
- New challenges to professionalism
 - Confidentiality concerns
 - Boundary concerns
- Potential to promote or detract from our professional image

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Trainees are using it

- SNS are used by:
 - 75% adults ages 18-24
 - 57% ages 25-34
- 45% trainees using Facebook (2008)
- 83% General Psychiatry residents are using it at Emory University

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Facebook & Medical Students

- New Zealand medical graduates 2006-7, 338 total
- 65% had Facebook accounts
 - 63% had activated privacy settings
 - 1/4 of young doctors did not use privacy settings
- Facebook revealed:
 - sexual orientation
 - religious views
 - relationship status
 - drinking
- 45% healthy behaviors

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Beneficial use of Social Media

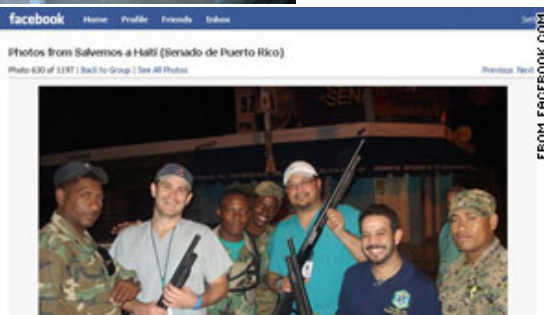
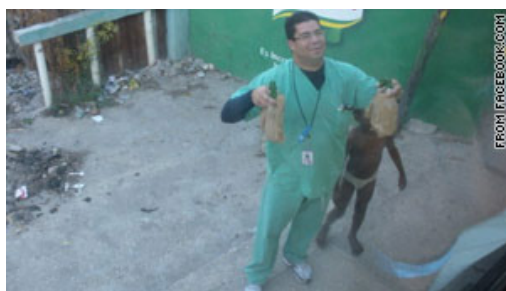
- Support personal expression, venue to de-stress
- Enable individual physicians to have professional presence online
- Foster collegiality and camaraderie within profession
- Share sound medical advice, opportunity to widely disseminate public health messages
- Physician rating sites (balanced info)

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Social Media Problems

- Info is easily compiled, may be accessed by unintended viewers, taken out of context, data copied and shared
 - May have unwanted public impact when distributed
- Potential to reflect poorly on individual, institution, profession
- Confidentiality and boundary concerns
- Examples of Digital Media “blunders”

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Clinical Issues with “Online Presence”

- Privacy issues
 - Protect confidentiality
- Boundary issues
 - Neutrality challenged as more information about psychiatrist available
 - Rapid exchanges of email may increase transference/countertransference
 - Flexibility of time and place may blur therapeutic frame
 - No visual or verbal cues and information may be misconstrued

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Why is online different?

- Sense of disinhibition
 - Anonymous and detached from social cues
 - Wide reach of information
 - Slip online has greater impact than one at lunch with colleague
- Medical blogs are the public face of medicine

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Role of CL Psychiatrist in Teaching Professionalism

- Psychiatrists considered “experts” in dealing with emotions and behaviors and consequences in relationships
- Other physicians may look to psychiatrists to understand the content on impact of what trainees and physicians post online

Teaching about Social Media

- Trainees must understand risk
 - Hinder chance at potential job
 - Confidentiality and boundary concerns
- Preserve professional digital image, reputation or “footprint”
 - “Think before you post”
 - Set privacy settings
 - Perform searches for your name

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Social Media in Medical Practice

- Discussion topics and case vignettes could be incorporated in CL rounds or bedside teaching
- Open exchange of ideas around these issues can help model professional behavior to trainees
- Potential role of the CL Fellow in teaching

Discussion Topics for Teaching

- Defining professionalism in the medical setting
- Discuss how physicians develop professionalism in training
- General introduction to social media
- Potential impact of online content
- Utilizing social media responsibly

Defining professionalism in the medical setting

- How is professionalism taught in medical education?
- Have you witnessed unprofessional behavior?
- How can one foster a culture of professionalism?

General Introduction to Social Media

- How many in the group have a Facebook page?
 - What personal information is included?
 - What professional information is included?
- Have you googled your name? A patient's?
- Have you reviewed physician rating sites?
 - Are the comments fair?
 - Would you ask patients to post positive comments?

Potential Impact of Online Content

- Do you think a potential employer might see info posted on Facebook?
- How might patients view posted info?
- Have you “friended” an attending?
- What might be implications of “confirming” or “ignoring” friend requests?
- Have you posted unflattering pictures of colleagues?

Utilizing Social Media Responsibly

- How could you use social media to benefit your practice?
- How do you deal with emotional reactions in this stressful profession?
- Do you set privacy settings on social media?
- Do you set privacy settings on your phone?

Case 1

- Dr Green's late night swim

Case 2

- Dr. Brown's "status update"

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