

RehabOne SM Connects

MEDICAL GROUP, INC

Delivering patient-centered medical care

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Breaking News

Social Media in Healthcare?

BREAKING NEWS



RehabOne Medical Group has a new website. We invite you to take a look at www.RehabOne.com!

CLINICAL HIGHLIGHTS



Social Media in Healthcare?

Social Media has become an integral way of life for the general population with the rising popularity of Facebook, Twitter, personal web pages, blogs and professional networking sites such as LinkedIn. As healthcare providers, we are pressured to "get with the times."



Making a decision regarding use of social media for a medical practice requires very careful consideration. Rapid dissemination of information can be a great collaboration tool and

perhaps can be considered as an extension of the office. However, healthcare providers must carefully balance these benefits with potential liabilities such as breaching patient privacy, providing differential diagnoses and treatment recommendations without a formal "in person" evaluation, and misinterpretation or misuse of information by the recipient.

On the "plus side," medical practice websites can be an invaluable tool for patients by providing handouts and information such as pre-registration packets that can be completed before the office visit, information on procedures or medical conditions and valuable links to other resources.

Email can also be a very powerful tool to improve communication between providers and patients; however, expectations as to "turn around time" for responses and what types of topics and information can be "discussed" via email is critical. It is very important to consider possible security issues with email and a private, secure "patient portal" might be a better consideration. These types of portals are becoming increasingly popular with larger healthcare organizations and are now being offered as part of several electronic health records systems.



With the rapid increase in the use of social media for patient care and healthcare management, there is a need for medical coding that supports tech-and web-savvy offices. Yet, at this point, Centers for Medicare & Medicaid Services (CMS) and other insurance carriers have yet to make this a reality. Nonetheless, there is hope for all of us as this has been presented by the AMA as being an important issue that needs to be addressed.

The AMA has also provided several recommendations for healthcare providers in order to maintain professionalism in the use of social media. Click here to review these recommendations. Useful updates and resources on healthcare and media can also be found at www.healthleadersmedia.com.

At RehabOne, we believe that responsible use of technology is a key component to providing "best practice" and patient-centered care. Please take a moment to explore our enhanced web-site at www.RehabOne.com.

Written by Dr. Melinda Brown who is a board-certified physiatrist and a Qualified Medical Examiner (QME). Dr. Brown is a valuable member of the RehabOne Medical Group with her office being located in Gilroy, CA.



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Work better.
BE better!

RehabOne is a physiatry-based medical group with over 30 years of combined experience in comprehensive evaluation and treatment. As a community leader in rehabilitation-focused practice management, we provide a variety of services to help those living with pain and disability. Choosing the right physician group to support your work is important. RehabOne Medical Group is the *right* choice – the *smart* choice. Let RehabOne help. **To learn more about our services – or to make a referral – please call 408-445-8400.**