

Webinar on

HIPAA And Social Media Violations Of HIPAA's Privacy Requirements

Learning Objectives

- The basics of HIPAA privacy requirements*
- The permitted use of social media by healthcare practitioners*
- Employer or health care facility rules governing employee use of social media*
- State authority of licensure boards and agencies to regulate the confidentiality of Protected Health Information held by licensed healthcare practitioners*



How social media violations may occur among healthcare practitioners



Examples of social media violations and HIPAA privacy mandates



Social media rankings and health care practitioner's enticed violations



Tips and techniques and a checklist for using social media in compliance with HIPAA



This webinar provides a brief summary of those basic HIPAA privacy protections then goes into detail on the many ways a health care provider may run afoul of the privacy exceptions via the use of social media.

PRESENTED BY:

Mark Brengelman worked as the assigned counsel to numerous health professions licensure boards as an Assistant Attorney General for the Commonwealth of Kentucky. Moving to private practice, he now helps private clients in a wide variety of contexts who are professionally licensed. He then earned a Juris Doctorate from the University of Kentucky College of Law.

On-Demand Webinar

Duration : 60 Minutes

Price: \$200

Webinar Description

This webinar provides an overview of core privacy requirements of HIPAA. Then, the subject moves to the social media activities of healthcare practitioners. This webinar provides a brief summary of those basic HIPAA privacy protections then goes into detail on the many ways a health care provider may run afoul of the privacy exceptions via the use of social media. This may occur both when a healthcare practitioner initiates a social media comment and when the practitioner responds to a social media statement. A common pitfall is where current or former patients rate doctors on health care practitioner rating websites.

How does one respond and not violate the law? Can the doctor's informed consent or practice policy documentation with the patient cover this and prevent the patient from speaking out on social media about the doctor? This webinar will cover examples of state laws that apply to licensed health care professionals that mandate confidentiality and will further examine how healthcare professionals' licenses can be suspended or revoked for privacy violations in the course of using social media. Finally, a look at how the employment rules of the healthcare facility may impact the use of social media by the healthcare practitioner.

HIPAA and patient confidentiality for the healthcare professional



Who Should Attend ?

Health care attorneys; corporate compliance officers in health care; medical records staff of medical offices and healthcare entities; hospital attorneys; healthcare practitioners who are covered entities; law enforcement officers in healthcare compliance; state boards and agencies with jurisdiction over state licenses to practice a health care profession.



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