Advancing Practice through the use of Technology

January 19, 2016
Webinar
www.phnurse.org
Requirements for Successful Completion

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Accreditation Statement

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Public Health Nursing and Professional Development, Department of Health and Human Services, is an approved provider of continuing nursing education by the North Carolina Nurses Association, an accredited approver by the American Nurses Credentialing Commission on Accreditation.
Phone and Webinar Etiquette

- All attendee telephones will be muted
- If you have a question for the presenter:
  - Type it in the Question Window on the right side of your screen
  - Click on “send privately” button
- Questions will be answered at the end of the session in the order in which they are received
- Please refrain from sending messages to “entire audience” during the presentation

Disclosures

The planners and presenters have no conflict of interest and have not received any financial support for any part of the planning of this presentation.
Presenter

Carol J. Bush, BS, RN
Owner/Founder of Social Media Coaching and Consulting Firm, “The Social Nurse”
Advancing Practice through the use of Technology

CAROL BUSH, BS RN
THE SOCIAL NURSE

ONCOLOGY NURSE | #HCSM EVANGELIST|
BLOGGER | COMMUNITY VOLUNTEER | GRANDMA
GARDENING GEEK
Learning Objectives

- **EXPLAIN SOCIAL MEDIA FUNDAMENTALS**
- **IDENTIFY TWO RESOURCES FOR EVIDENCE-BASED SOCIAL MEDIA PROFESSIONAL DEVELOPMENT**
- **DEMONSTRATE HOW TO CREATE A TWITTER ACCOUNT AND ENGAGE IN THE HEALTHCARE SOCIAL MEDIA COMMUNITY**
- **APPLY BASIC SOCIAL MEDIA PRACTICES TO ENHANCE PERSONAL AND PROFESSIONAL BRAND**
Agenda

- Digital Literacy
- Why Nurses Matter
- Top Tools
- Risk Mitigation in 12 words
...will never replace human caring. Rather it can free up human resources to intensify the humanity of healthcare
Use Technology to its fullest

- Rapid Access to/ sharing EBP
- Knowledge Transfer
- Engage patients & families where they are
- Communication & Collaboration
What do nurses DO??
Nurses Are Inventors

Improve the Status Quo

Improve Needle Safety
Nightingale wanted EHRs

- “In attempting to arrive at the truth, I have applied everywhere for information, but in scarcely an instance have I been able to obtain hospital records fit for any purpose of comparison. If they could be obtained...they would show subscribers how their money was being spent, what amount of good was really being done with it, or whether the money was not doing mischief rather than good...”

- **Florence Nightingale 1863**
We participate in all areas of care

Primary Care
Advocacy Groups
Palliative Care
Home Health
Self Management & Decision Support
Telehealth
Wellness Communities
Key Connectors in the Networked Economy

It’s not just what you know.... but who you know & how you connect with them

- Human factors
- Outcomes
- Readiness
- Behavior Change
“Social media uses widely accessible Web-based & mobile tech to facilitate the creation & sharing of user-generated content in a Collaborative & Social manner”

Don Dizon, MD @dondizon

Think about them as New Tools
MORE THAN 40% OF CONSUMERS SAY THAT INFORMATION FOUND VIA SOCIAL MEDIA AFFECTS THE WAY THEY DEAL WITH THEIR HEALTH.

90% OF RESPONDENTS FROM 18 TO 24 SAID THEY WOULD TRUST MEDICAL INFORMATION SHARED BY OTHERS ON THEIR SOCIAL MEDIA NETWORKS.

source: http://searchenginewatch.com/article/2169462/33-of-U.S.-Consumers-Use-Social-Media-for-Health-Care-Info-
19% of smartphone owners have at least one health app on their phone. Exercise, diet, and weight apps are the most popular types.

source: http://thesparkreport.com/infographic-social-mobile-healthcare/
#whytunein?

41% of people said social media would affect their choice of a specific doctor, hospital, or medical facility.

source: http://thesparkreport.com/infographic-social-mobile-healthcare/
#whyvideo?

YOUTUBE TRAFFIC TO HOSPITAL SITES HAS INCREASED 119% YEAR-OVER-YEAR
60% OF SOCIAL MEDIA USERS SAY THEY ARE MOST LIKELY TO TRUST POSTS AND ACTIVITY BY DRS & NURSES OVER ANY OTHER GROUP

The use of social media over time shows an increasing trend for both consumers, the public, and patients, as well as health professionals.
Digital Tools for Public Health Nurses

- Content Sharing
- Social Networks
- Collaborative Tools
Content Sharing

- Accelerate knowledge transfer
- Prevention & Preparedness
- Patient Education
- Nursing Community of Practice
Nurses = Respected Curators

**Trust is Most Important Factor in Health Engagement**

Thinking about the engagement you want to have with companies and organization involved in health, which characteristics of that engagement are most important to you?

More than “Frequent Contact” or “Collaboration”

Source: 2008 Edelman Health Engagement Barometer
Facebook

Social Networks
Christian Sinclair
@ctsinclair

Twitter Has 3 Times More Adverse Drug Event Data Than FDA, Study Finds
beckershospitalreview.com/healthcare-inf...
#hcsm

4:32 PM - 8 May 2014
Advocacy
#measlestruth

1500

<250

#ONSCongress
I Had A Stroke…And Survived…By Kristi Mall, RN, BC, ANP

Post written by Kristi Mall, RN, BC, ANP

As an active 41-year old who exercised four to five times a week, is a healthcare provider and educated with the knowledge of prevention, I never thought I would become a statistic to Cerebrovascular Disease.

On October 7, 2012 I suffered a stroke…and now I’m a survivor.

I woke up to numbness in my right arm and leg. I did not think it was unusual since I was sleeping on my right side. I got up to go to the bathroom and noticed my right side was numb and heavy. On my way back from the bathroom, my leg and arm were feeling heavier and I was staggering to get to the bed.

I woke my husband up and told him to call 911 because I was having a stroke. He could not understand me, so be turned on the lights and noticed my mouth was dropping.
Where should you post your status?

Do you want anyone to actually see it?
- Yes
  - Are you in a bar?
    - Yes
      - Would it be awkward to explain to your boss?
        - Yes
          - Are you addicted to “Likes”? 
            - Yes
              - Facebook
            - No
              - LinkedIn
        - No
          - Is it boring?
            - Yes
              - LinkedIn
            - No
              - Twitter
    - No
      - Would it be awkward to explain to your parents?
        - Yes
          - LinkedIn
        - No
          - Twitter
- No
  - Don’t post it!
Five nurses fired for Facebook postings

By Jennifer Fink, RN, BSN • June 14, 2010

Five California nurses were recently fired after allegedly discussing patients on Facebook.

The nurses, who worked at Tri-City Medical Center in Oceanside, lost their jobs after an internal investigation and three weeks of administrative leave. While no details of the incident have been revealed, Larry Anderson, CEO of Tri-City Medical Center, has said that no patient names, photos or identifying information were included in the posts.

This isn’t the first time nurses have gotten into trouble for Facebook postings. In 2008, a photo of a topless British nurse — with patients in the background — appeared online, causing the hospital, Northampton General Hospital, to block access to all social networking sites from work computers. In 2009, Wisconsin nurses were fired after two nurses took photos of a patient’s X-ray and allegedly posted it to Facebook. While the Facebook page was quickly removed, one of the nurses in question admitted to discussing the incident on her Facebook page.

Nurse Fired Because of Facebook Post Won’t Get Benefits

By Debra Saxe June 28, 2010 9:16 AM

Jerome, Idaho (AP) — The Idaho Supreme Court has rejected an appeal by a south-central Idaho nurse seeking to have unemployment benefits reinstated after losing his job following a Facebook post. The Times-News reports the court on Friday ruled that Joseph Talbot violated Desert View Care Center’s policies in January 2010 when he posted that he’d like to “slap the ever loving bat snot out of a patient.” Talbot was fired and was granted unemployment benefits by the Idaho Department of Labor.

But the Industrial Commission reversed the decision. Talbot appealed, contending Desert View never outlined its social media policy. But court documents noted when he signed for his first paycheck, Talbot argued that’s irrelevant.
NURSE OFFLINE NURSE ONLINE
DON’T LIE,
DON’T PRY
DON’T CHEAT,
CAN’T DELETE
DON’T STEAL,
DON’T REVEAL
Did you follow Jane’s #heartTXLive? Here’s an update on her condition from @shelleyhallmd: bit.ly/1wizGE7

“I really want to make a difference. I request everyone to consider organ donation. Thanks to all for their support through this time.” —Jane

Baylor Scott & White Health. #HeartTXLive

#ImaDonor

There was nearly a 30% increase in the number of people registering to be organ donors in Texas last night. #HeartTXLive

#ImaDonor

#BSWHChats
Twitter Sentiment Predicts Affordable Care Act Marketplace Enrollment

Charlene A Wang1,2,3, MD, MPH; Maarten Sap2,4; Andrew Schwartz5, PhD; Robert Town6,7, PhD; Tom Baker3, JD; Lyle Ungar5,4, PhD; Raina M March2,3,8, MD, MSHS

1Robert Wood Johnson Foundation Clinical Scholars Program, University of Pennsylvania, Philadelphia, PA, United States
2Penn Medicine Social Media and Health Innovation Lab, University of Pennsylvania, Philadelphia, PA, United States
3Leonard Davis Institute of Health Economics, University of Pennsylvania, Philadelphia, PA, United States
4University of Pennsylvania, Philadelphia, PA, United States
5Computer & Information Science Department, and Cognitive Psychology Center, University of Pennsylvania, Philadelphia, PA, United States
6Veterans Affairs Philadelphia Healthcare System, Philadelphia, PA, United States
7University of Pennsylvania Medical School, Philadelphia, PA, United States
8University of Pennsylvania School of Engineering and Applied Science, Philadelphia, PA, United States

Science communication on YouTube: Factors that affect channel and video popularity.

Weibourno DJ1. Grant WP2.

The use of social media in a palliative care research centre.

Hopewell-Kelly N1, Baillie J2, Sivell S1, Bowyer A1, Thomas K1, Prout H1, Taylor S1, Sampson C1, Newman A3, Nelson A1.

Using social networking sites (namely Facebook) in health visiting practice—an account of five years experience.

Dron X
5 Reasons to think about Your Personal Brand

LOVE IT. PLAN IT. OWN IT. Rock it.
NURSING ISN’T JUST ABOUT WORK.
1. Your JOB will not be forever

40% of nurses plan to retire in the next ten years
2. You are being Googled as we speak

\[\text{I DON'T HAVE YOUR CV...}
\text{I DON'T KNOW WHO YOU ARE...}
\]

\[\text{BUT I WILL LOOK YOU UP ON LINKEDIN,}
\text{AND I WILL FIND YOU.}\]
3. The new world of work – think virtually
4. Take Charge of your Digital Footprint
What Next?

• Join the conversation!

• Search and Enjoy!

• Share your Innovations!
Resources

- Mayo Social Media Health Network
- @WeNurses Twitterversity
- The Nurse’s Social Media Advantage
  - Rob Fraser, BScN RN
- The Nerdy Nurse’s Guide to Technology
  - Britney Wilson, BSN RN
Stay Tuned for More!!!

- Twitter - @cbushrn or @thesocial nurse
- Facebook & Pinterest – The Social Nurse
- Blog – thesocialnurse.com
Questions & Comments
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Celebrating 80 Years of Public Health Nursing

THANK YOU!

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or call us at 614-846-1777

You can also reach us by email at:

ExDirector@phnurse.org

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