

ETHICS GRAND ROUNDS

Tuesday, September 12, 2017 – Noon-1:00 p.m.
South Campus, Eugene McDermott Plaza Lecture Halls, D1.602

WHY CAN'T WE BE FRIENDS? LEGAL AND ETHICAL DIMENSIONS OF SOCIAL MEDIA IN HEALTH CARE

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The use of social media has burgeoned in the last several years. Although liberating to many people, the use of social media among health care professionals can pose various ethical and legal challenges. In this presentation, we define social media, highlight its various uses, outline salient ethical and legal issues, and examine several case vignettes that illustrate these ethical and legal challenges. We conclude with some recommendations related to the use of formal policy statements regarding the responsible use of social media among health care professionals.

Ethics Grand Rounds videos are available a few days after the lecture at:
<http://repositories.tdl.org/utswmed-ir/handle/2152.5/1292>

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Target Audience: Physicians, faculty, fellows, residents, trainees, students, health care professionals. **Educational Objectives:** At the conclusion of this activity, the participant should be able to: 1) Recognize perennial and emerging bioethical problems in clinical practice, research, public health, and health policy arenas. 2) Describe competing/contrasting viewpoints concerning these bioethical problems. 3) Demonstrate increased skills in analyzing and practically handling bioethical problems in the clinical, research, public health, and health policy arenas. **Educational Method:** Lecture and question-and-answer period. **Accreditation:** The University of Texas Southwestern Medical Center is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. **Credit Designation:** The University of Texas Southwestern Medical Center designates this live activity for a maximum of **1 AMA PRA Category 1 Credit(s)**[™]. Physicians should claim only the credit commensurate with the extent of their participation in the activity. The University of Texas Southwestern Medical Center designates this activity for **1 hour(s)** in medical ethics and/or professional responsibility. **Conflict of Interest:** All persons in the position to control the content of an education activity are required to disclose all relevant financial relationships in any amount occurring within the past 12 months with any entity producing, marketing, re-selling, or distributing health care goods or services consumed by, or used on patients. A primary mechanism to resolve identified conflicts of interest is a content review that is prior to the activity. **Off-Label Uses:** Because this course is meant to educate physicians with what is currently in use and what may be available in the future, there may be "off-label" use discussed in the presentation. Speakers have been requested to inform the audience when off-label use is discussed.