



# Social Media Screening for Healthcare

Keep your healthcare system free of toxic behavior

## Healthcare's Biggest Risks

Healthcare professionals are rated among the most trusted in the United States. But according to the data, intimidation and abuse in the industry are widespread and undermining the public trust. We're seeing countless instances of toxic behavior being found on social media and the public web.

### Extensive discrimination and bullying

While most physicians and caregivers are doing the best job they can in high-pressure situations, some are actively intimidating staff and causing dangerous medical errors in the process. This puts both patient outcomes and patient safety at risk.

### A loss of community trust

Today, only 34% of Americans have confidence in medical leaders due to a range of issues, from drug diversion and medication errors to the ongoing and widespread sexual abuse of vulnerable patients.

### Mounting HIPAA violations

Many healthcare professionals are now putting patient privacy at risk in a whole new way, whether it's a physician complaining about a specific patient on their blog or an emergency unit employee sharing photos and mocking someone in their care.

## 30% of Medical Boards

are fielding complaints for online violations of patient confidentiality (HIPAA) <sup>1</sup>



## 40% of Staff

reported having been so intimidated by a doctor that they did not share their concerns about potentially incorrect medication orders <sup>2</sup>



## 70% of Doctors

sanctioned for sexual misconduct had abused their own patients.<sup>3</sup>



1 Journal of the American Medical Association: Physician Violations of Online Professionalism

2 Institute for Safe Medication Practices: Mapping a Plan for Cultural Change in Healthcare

3 Atlanta Journal Constitution: How Pervasive Is Sexual Misconduct?

## People Risk Management for Healthcare

### Ensure Patient Safety

Several of the concerns a healthcare provider should have: identifying incidents of harassment, discrimination, and intimidation at all levels of your organization. This service offering can assist in helping providers address those concerns.

### Protect Patient Privacy

Help reduce HIPAA violations on the public web, and detect potential data breaches using fully EEOC, FCRA, and GDPR compliant screening technology.

### Preserve Public Trust

Surface signs of potential abuse or violence before toxic employees have a chance to harm your patients, damage your brand, or put your personnel at risk.

#### Spectrum Health Employees Fired Over Facebook Picture

“Several employees at Spectrum Health have been terminated over a picture posted on Facebook. An off-duty employee was in the emergency room when he saw an attractive female. He took a picture of her back side and posted it on Facebook. His message read, “I like what I like.”



#### Woman Sues Northwestern After Doctor Posted Drunk Photos

“A former Northwestern University student is suing Northwestern Memorial Hospital for invasion of privacy. She alleges a doctor who wasn’t involved in treatment came into her room, took pictures of her, and posted those photos on Facebook and Instagram—even though she did not give him permission, and was in no condition to consent.”



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