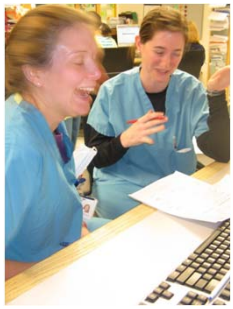
We Live in a Social World

Presented by: Josh Goldstein, BA

Jefferson University Hospitals

We Work in a Social World



Jefferson University Hospitals

So What is Social Media?

Technically it is:

- **Facebook, LinkedIn, Google+**
- **Twitter and other "micro" blogs**
- **Blogs**
- **Picture sharing – TwitPics, Instigram, Flikr**
- **Video sharing – YouTube, Vimeo**

Really it is just an extension the real world into electronic mediums so it is …

- **Email**
- **Text messaging**

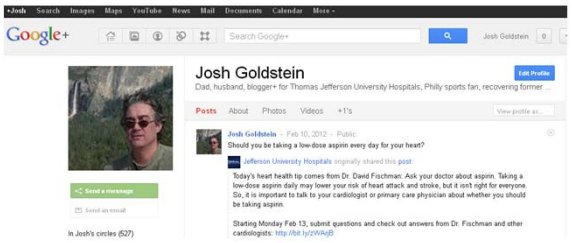
Jefferson University Hospitals

We Live in a Very Social Media World!

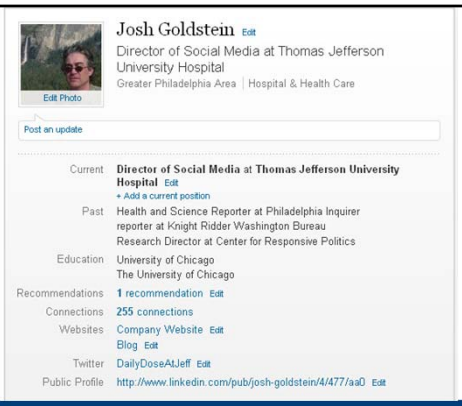
So What does that Mean for Me?

Personal and Professional Lives Blur

Jefferson University Hospitals



Jefferson University Hospitals



Jefferson University Hospitals

Like it or not …

YOU live in a social AND social media world too

And so do your patients! So …

You need to be street smart
Social Media-Wise

Jefferson University Hospitals

Are your privacy setting set at a level you are comfortable with?

When you are communicating electronically over the Social Web or via email and text or whatever are you thinking am I OK if my boss, mother, grandmother, spouse, child see this?

What if a patient or family member of a patient sees it?

Jefferson University Hospitals

Work Rules of the Social Web

- **Your Employer's Policies Apply Online**
  - Adhere to existing hospital policies
- **Federal, State and Local Laws Apply on the Social Web**
  - Follow the law – HIPAA, Copyright, Libel, False Advertising etc.
- **Nothing NOTHING is Truly Private**
  - If you wouldn't say it where your boss, spouse, child, grandmother could here it, DON'T put it out electronically
- **Medicine IS Different**
  - Patient privacy, HIPAA, Professional Ethics, Research Rules, Providing Professional Advice or appearing to do so can get you into hot water!

Jefferson University Hospitals

For Mayo Clinic Employees

The following are guidelines for Mayo Clinic employees and students who participate in social media. Social media includes personal blogs and other websites, including Facebook, LinkedIn, MySpace, Twitter, YouTube or others. These guidelines apply whether employees and students are posting to their own sites or commenting on other sites:

1. Follow all applicable Mayo Clinic policies. For example, you must not share confidential or proprietary information about Mayo Clinic and you must maintain patient privacy. Among the policies most pertinent to this discussion are those concerning patient confidentiality, government affairs, mutual respect, political activity, Computer, E-mail & Internet Use, the Mayo Clinic Integrity Program, photography and video, and release of patient information to media.
2. Write in the first person. Where your connection to Mayo Clinic is apparent, make it clear that you are speaking for yourself and not on behalf of Mayo Clinic. In those circumstances, you should include this disclaimer: "The views expressed on this [blog; website] are my own and do not reflect the views of my employer." Consider adding this language in an "About me" section of your blog or social media profile.
3. If you identify your affiliation to Mayo Clinic, your social media activities should be consistent with Mayo's high standards of professional conduct.
4. If you communicate in the public internet about Mayo Clinic or Mayo Clinic-related matters, you must disclose your connection with Mayo Clinic and your role at Mayo.
5. Be professional, use good judgment and be accurate and honest in your communications; errors, omissions or unprofessional language or behavior reflect poorly on Mayo, and may result in liability for you or Mayo Clinic. Be respectful and professional to fellow employees, business partners, competitors and patients. Employees are strongly encouraged to view the Center for Social Media's core courses curriculum series on professionalism (Social Media 120-129)."
6. Ensure that your social media activity does not interfere with your work commitments.
7. Mayo Clinic strongly discourages "friending" of patients on social media websites. Staff in patient care roles generally should not initiate or accept friend requests except in unusual circumstances such as the situation where an in-person friendship pre-dates the treatment relationship.
8. Mayo Clinic discourages staff in management/supervisory roles from initiating "friend" requests with employees they manage. Managers/supervisors may accept friend requests if initiated by the employee, and if the manager/supervisor does not believe it will negatively impact the work relationship.
9. Mayo Clinic does not endorse people, products, services and organizations. On social media websites such as LinkedIn, where your affiliation to Mayo Clinic is known, personal recommendations should not be given or requested.
10. Unless approved by the Center for Social Media, your social media name, handle and URL should not include Mayo Clinic's name or logo.

Jefferson University Hospitals

Dartmouth-Hitchcock Social Media Tips for Employees

Jefferson University Hospitals

The Real Thing

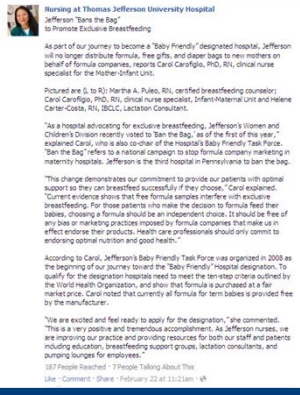
Why I Will Never Rent a Car from Hertz Again

Tags: Hertz, Rent, Cars, Customer, Service, Terrible, Horrible, Appalling, Arrogant, Travel

Jefferson University Hospitals

Jefferson University Hospitals

Jefferson University Hospitals



Nursing at Thomas Jefferson University Hospital
Jefferson "Bans the Bag"
to Promote Exclusive Breastfeeding

As part of our journey to become a "Baby Friendly" designated hospital, Jefferson will no longer distribute formula, free gifts, and diaper bags to new mothers on behalf of formula companies, reports Carol Carofiglio, PhD, RN, clinical nurse specialist for the Mother-Infant Unit.

Pictured are (L to R): Martha A. Puleo, RN, certified breastfeeding counselor; Carol Carofiglio, PhD, RN, clinical nurse specialist, Infant-Maternal Unit and Helene Carter-Costa, RN, IBCLC, Lactation Consultant.

"As a hospital advocating for exclusive breastfeeding, Jefferson's Women and Children's Division recently voted to 'Ban the Bag,' as of the first of this year," explained Carol, who is also co-chair of the Hospital's Baby Friendly Task Force. "Ban the Bag" refers to a national campaign to stop formula company marketing in maternity hospitals. Jefferson is the third hospital in Pennsylvania to ban the bag.

"This change demonstrates our commitment to provide our patients with optimal support so they can breastfeed successfully if they choose," Carol explained. "Current evidence shows that free formula samples interfere with exclusive breastfeeding. For those patients who make the decision to formula feed their babies, choosing a formula should be an independent choice. It should be free of any bias or marketing practices imposed by formula companies that make us in effect endorse their products. Health care professionals should only commit to endorsing optimal nutrition and good health."

According to Carol, Jefferson's Baby Friendly Task Force was organized in 2008 as the beginning of our journey toward the "Baby Friendly" Hospital designation. To qualify for the designation hospitals need to meet the ten-step criteria outlined by the World Health Organization, and show that formula is purchased at a fair market price. Carol noted that currently all formula for term babies is provided free by the manufacturer.

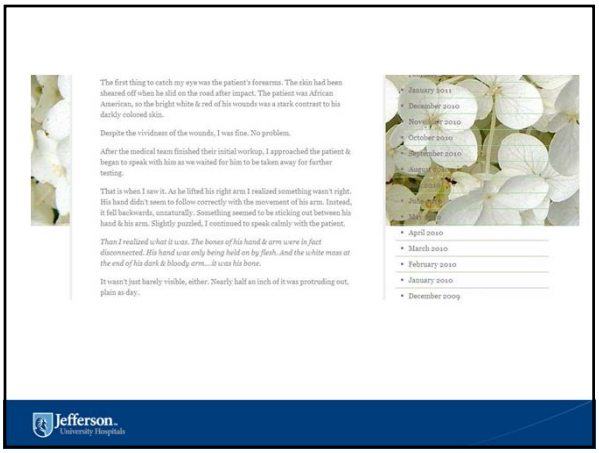
"We are excited and feel ready to apply for the designation," she commented. "This is a very positive and tremendous accomplishment. As Jefferson nurses, we are improving our practice and providing resources for both our staff and patients including education, breastfeeding support groups, lactation consultants, and pumping lounges for employees."

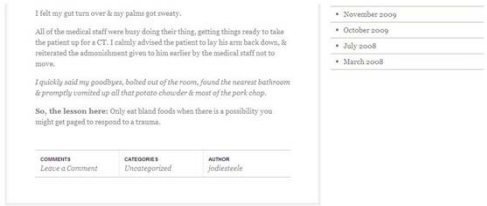
187 People Reached · 7 People Talking About This
Like · Comment · Share · February 22 at 11:21am

Jefferson University Hospitals

Carly Callahan As a women who physically could not produce breastmilk, this infuriates me. I am a huge advocate of breast feeding but their are circumstances which do not allow a women to breast feed. If I had the choice of where to deliver my next baby, this is something that would deter me from choosing Jefferson University Hospital. (Even though I LOVE your hospital system to pieces). It seems as though women who choose not to breastfeed or women who just physically cannot breast feed are frowned upon. It is very sad.
February 22 at 12:41pm · Like · 7
Melissa Munz Glazier Although I did not breastfeed either of my children, I am very committed to providing my children with "optimal nutrition and good health." The decision to breastfeed or not is a personal decision and I'm surprised at this initiative. I hope there will be something available for those of us who cannot breastfeed or simply don't want to.
February 22 at 12:44pm · Like · 4
Melissa Munz Glazier I agree 100% Carly. I had to read this twice because I couldn't believe it!
February 22 at 12:46pm · Like · 1
Christine Engle Pozniewski I agree with Carly. I too suffered the humiliation of not being able to produce the life juice! With my twins in the intensive care nursery, I was very pressured to bring in colostrum for my 28 week old babies. I couldn't produce. Not only did I feel horrible, there were nurses that insisted I keep trying! I bought the expensive pump, bought the recommended herbs and nothing worked. Besides feeling extremely depressed that my children were premature, and that they would be spending 8 weeks in the hospital WITHOUT me, I certainly didn't need the added stress and pressure of breastfeeding. This is a shame.
February 22 at 1:50pm · Like · 6
Nancy Humes Hasterson I had to aggressively supplement my first daughter and nearly killed my second baby by exclusively breast feeding her! I didn't produce sufficient breast milk either.
Some women WANT to breastfeed but CANNOT! It's great to stress that breathing is best, but alternatives need to remain available!
February 22 at 2:20pm · Like · 2
Nancy Humes Hasterson P.S. I am a prior TJUH employee of 12 years and a prior patient, but this new approach would have me advise friends NOT to choose Jefferson!
February 22 at 2:22pm · Like · 2
Jefferson
University Hospitals

26
JUN
Well, I learned something new tonight.
Well, I learned something new tonight. One of life's little lessons I suppose.
The lesson: Only eat bland foods when there is a possibility you might get paged to respond to a trauma.
The Story: There I was, my rounds finished & all obligatory follow ups completed. It was 11:00PM at Jefferson Hospital, & I decided it was time to finish up the leftovers remaining from dinner: potato chowder & parmesan crusted pork chops. As I finished up these tasty yet greasy morsels I received a page to the trauma bays.
Putting down my fork, I popped a breath mint into my mouth & headed over, stomach full.
In the bay lay an individual who had been involved in a motor cycle accident.
S M T W T F S
« May
ARCHIVES
June 2011
May 2011
April 2011
March 2011
Jefferson
University Hospitals


The first thing to catch my eye was the patient's forearms. The skin had been sheared off when he slid on the road after impact. The patient was African American, so the bright white & red of his wounds was a stark contrast to his darkly colored skin.
Despite the vividness of the wounds, I was fine. No problem.
After the medical team finished their initial workup, I approached the patient & began to speak with him as we waited for him to be taken away for further testing.
That is when I saw it. As he lifted his right arm I realized something wasn't right. His hand didn't seem to follow correctly with the movement of his arm. Instead, it fell backwards, unnaturally. Something seemed to be sticking out between his hand & his arm. Slightly puzzled, I continued to speak calmly with the patient.
Than I realized what it was. The bones of his hand & arm were in fact disconnected. His hand was only being held on by flesh. And the white mass at the end of his dark & bloody arm... it was his bone.
It wasn't just barely visible, either. Nearly half an inch of it was protruding out, plain as day.
January 2011
December 2010
October 2010
April 2010
March 2010
February 2010
January 2010
December 2009
Jefferson
University Hospitals



I felt my gut turn over & my palms got sweaty.

All of the medical staff were busy doing their thing, getting things ready to take the patient up for a CT. I calmly advised the patient to lay his arm back down, & reiterated the admonishment given to him earlier by the medical staff not to move.

I quickly said my goodbyes, bolted out of the room, found the nearest bathroom & promptly vomited up all that potato chowder & most of the pork chop.

So, the lesson here: Only eat bland foods when there is a possibility you might get paged to respond to a trauma.

COMMENTS	CATEGORIES	AUTHOR
Leave a Comment	*Uncategorized*	*jodiesteele*

- November 2009
- October 2009
- July 2008
- March 2008

Jefferson University Hospitals

Monitoring the Brand

Jefferson University Hospitals

Questions

Jefferson University Hospitals