

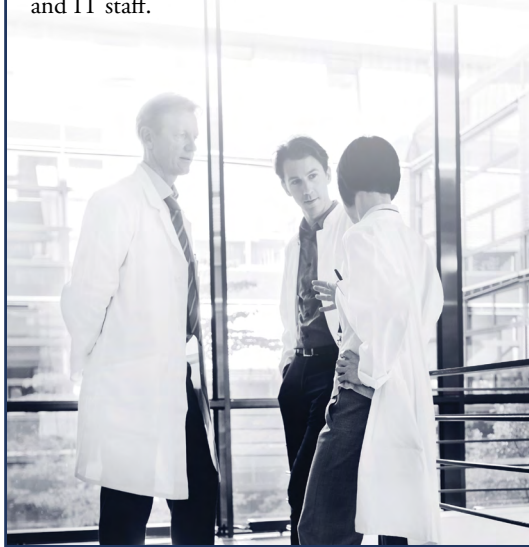
OBJECTIVES

Upon completion of this program, participants should be able to:

- Examine the use of social media in healthcare.
- Analyze the positive and negative aspects of social media.
- Describe the appropriate use of social media in marketing.
- Formulate approaches to address negative patient reviews posted online.
- Evaluate the potential legal implications of social media on patient privacy and confidentiality.
- Select strategies to develop and monitor social media policies.

TARGET AUDIENCE

Physicians, Medical Directors, Risk Managers, Quality Improvement Managers, Office Practice Administrators/Managers, Office Practice Staff, Nurse Administrators, Nurse Practitioners, Nursing Staff, Staff Development, Physician Assistants, Patient Safety Officers, Marketing and IT staff.



2018 AGENDA

9:45 AM
Registration

10:00 AM
Managing Your Social Media Presence

12:00 Noon
Lunch and Sharing of Information

1:00 PM
Adjournment

A light luncheon or snack will be provided. Seating is limited. Registration is required. Room temperatures vary; please bring a sweater/jacket. We reserve the right to cancel or reschedule the program when there are an insufficient number of registrants or other unforeseen circumstances.

Please type or print the requested information. Share this announcement with the appropriate healthcare professionals in your organization. Copies of this form may be used for additional registrants.

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2018

NETWORK MEETING

MANAGING YOUR SOCIAL MEDIA PRESENCE



CME CREDITS AVAILABLE



MANAGING YOUR SOCIAL MEDIA PRESENCE

Presented by:

*Attorneys from Fager Amsler Keller & Schoppmann, LLP
and MLMIC Risk Management Consultants*

The use of social media by healthcare providers and facilities allows them to better market their services and share important medical information with current and prospective patients. It provides new opportunities for building and maintaining physician-patient relationships.

However, there are a number of concerns associated with the use of social media, including advertising risks, breaches of patient confidentiality, inappropriate use and distraction in the workplace, and negative online posts and reviews by patients.

This program will review the unique benefits and appropriate use of social media in healthcare. It will also address the associated liability issues and offer strategies to minimize these risks.

Registration: 9:45 AM

Program: 10:00 AM – 12:00 Noon

Lunch: 12:00 Noon – 1:00 PM

This program is free of charge.

CME ACCREDITATION AND DESIGNATION STATEMENT

MLMIC is accredited by the Medical Society of the State of New York (MSSNY) to provide CME for physicians.

MLMIC designates this live educational activity for a maximum of 2.0 AMA PRA Category 1 Credits™. Physicians should only claim the credit commensurate with the extent of their participation in the activity.

MEETING DATES/LOCATIONS

Monday, April 30, 2018

Greater Hudson Valley Health System
Catskill Regional Medical Center
Board Rooms A & B
68 Harris-Bushville Road
Harris, NY 12742
845-794-3300

Tuesday, May 1, 2018

Greater Hudson Valley Health System
Orange Regional Medical Center
POB Medical Education Conf. Rm. B
707 East Main Street
Middletown, NY 10940
845-333-1000

Friday, May 4, 2018

Mohawk Valley Health System
St. Elizabeth Medical Center Campus
Sister Johanna Conference Room 1st Flr.
2209 Genesee Street
Utica, NY 13501
315-798-8100

Friday, May 11, 2018

Finger Lakes Health System
Geneva General Hospital
Conference Room A/B
196 North Street
Geneva, NY 14456
315-787-4000

Friday, May 11, 2018

Greater Hudson Valley Health System
Orange Regional Medical Center
POB Medical Education Conf. Rm. B
707 East Main Street
Middletown, NY 10940
845-333-1000

Friday, May 18, 2018

Samaritan Medical Center
Conference Rooms A and B
830 Washington Street
Watertown, NY 13601
315-785-4132

Thursday, May 24, 2018

MLMIC Latham Office
Board Room
8 British American Blvd.
Latham, NY 12110
518-786-2700

Friday, May 25, 2018

Adirondack Medical Center
Redfield Room
Lake Colby Drive
Saranac Lake, NY 12983
518-891-4141

Wednesday, May 30, 2018

Erie County Medical Society
Conference Room
1317 Harlem Road
Buffalo, NY 14206
716-852-1811

Thursday, May 31, 2018

UPMC Chautauqua WCA
Auditorium
207 Foote Avenue
Jamestown, NY 14702
716-664-8300

Friday, June 1, 2018

UHS Chenango Memorial Hospital
Newton House Chaplin Room
179 North Broad Street
Norwich, NY 13815
607-337-4111

REGISTRATION

Please indicate the program you wish to attend.

Monday, April 30, 2018

Catskill Regional Medical Center, Harris, NY

Tuesday, May 1, 2018

Orange Regional Medical Center, Middletown, NY

Friday, May 4, 2018

MVHS, St. Elizabeth Medical Center, Utica, NY

Friday, May 11, 2018

Geneva General Hospital, Geneva, NY
 Orange Regional Medical Center, Middletown, NY

Friday, May 18, 2018

Samaritan Medical Center, Watertown, NY

Thursday, May 24, 2018

MLMIC Office, Latham, NY

Friday, May 25, 2018

Adirondack Medical Center, Saranac Lake, NY

Wednesday, May 30, 2018

Erie County Medical Society, Buffalo, NY

Thursday, May 31, 2018

UPMC Chautauqua WCA, Jamestown, NY

Friday, June 1, 2018

UHS Chenango Memorial Hospital, Norwich, NY

Attendee Name: _____

Title: _____

Attendee E-mail Address: _____

Facility Name: _____

Facility Address: _____

Contact Person: _____

Phone #: _____

Fax, e-mail, or mail your registration to:

Diane Allen, Risk Management Assistant / Medical Liability Mutual Insurance Company / 8 British American Boulevard, Latham, NY 12110 / Phone: 518-786-2741; Fax: 518-786-6008 / E-mail: dallen@mlmic.com