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.

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.
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.

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 #: ____________________________