

# Risks and Rewards of e-Communications; Focus on Social Media Use in Health Care

## Program Overview

Social media platforms have become a key way in which some segments of the population communicate with others. For health care providers, however, the use of social media poses unique regulatory and legal concerns, ranging from violations of HIPAA and labor laws to professional licensure actions and lawsuits. This presentation will educate health care providers on the challenges associated with maintaining a social media presence as a health care provider, and provide practical tips on steps health care providers can take to limit their risk.

## Program Objectives

At the completion of this program, the participants will be able to:

- Discuss the risks inherent in the use of social media in the health care context
- Identify the potential legal implications of the use of social media by health care providers
- Identify policies and action steps needed to establish the boundaries of social media use

## About the Speakers

Terrill Johnson Harris and Allyson Jones Labban are partners in the Smith Moore Leatherwood health care practice group.

Terri has 26 years of experience working with all types of health care providers and has developed a deep understanding of health care laws and regulations to aid health care clients in their compliance efforts. She has regularly advised clients regarding almost every aspect of health care operations, including Medicare and Medicaid billing and coding, confidentiality of medical information and HIPAA privacy and security, and development of corporate compliance programs. Terri has counseled clients on risk management strategies, policies and procedures, and surveys, as well as on privacy breach notifications and other operational challenges.

In her twelve years of practice, Allyson has worked with hospitals and other health care providers to identify and resolve compliance issues and keep their businesses running. She focuses her practice on State and Federal regulatory compliance and fraud and abuse issues, including HIPAA privacy and security requirements, False Claims Act violations, Medicare and Medicaid billing and coding, facility licensure, response to OCR and OIG investigations and inquiries, as well as compliance and risk management activities.

## Who Should Attend

Key stakeholders including compliance, information technology (IT), human resources (HR), and clinical staff.



## WEBINAR

### DATE/TIME

Thursday  
February 23, 2017  
1:30 PM - 2:30 PM

REGISTER  
NOW

### PROGRAM FEE

Webinar connection for MHEI Members: \$175

Webinar connection & CD recording of the webinar for MHEI Members: \$250

Webinar connection for Non-MHEI Members: \$300

Webinar connection & CD recording of the webinar for Non-MHEI Members: \$375

Registration fee covers one connection per registration. Multiple participants can view the webinar. Payment must be received before connection instructions will be sent

## REGISTER

To register, please visit [MHEI.org](http://MHEI.org).

Questions? Contact Kelly Yost,  
Manager of Programs & Membership:

410.796.6239

[kyost@mhei.org](mailto:kyost@mhei.org)



maryland healthcare  
education institute  
6820 Deerpath Rd.,  
Elkridge MD 21075  
410.796.6239 (p)  
[www.mhei.org](http://www.mhei.org)