

## Details

Monday, March 23, 2020  
2-3 pm CST

## [Register Online](#)

SDAHO Member: \$150  
Non-member: \$300

## Questions?

[Michella Sybesma](#)

605-789-7528



\*Prior registration is required.  
Registration deadline is March 18, 2020. No-shows will be billed.  
Substitutions welcome anytime via email. A full refund will be given to all cancellations received 10 or more business days prior to the program. No refunds will be given to cancellations received five or fewer business days prior to the program. All cancellation and substitution requests must be emailed to [michella.sybesma@sdaho.org](mailto:michella.sybesma@sdaho.org).

## Overview:

In pursuit of professionalism and high reliability, what role does social media play? Team members understand the potential benefits and risks associated with social media use in the medical workplace and conduct themselves professionally. However, all humans are subject to lapses, with a small number regularly violating professional standards placing patients, quality of work, other team members and organizational reputation at risk. Addressing the challenge associated with social media use requires the right people, process and systems to promote early identification and interventions to promote right practices. This webinar will discuss developing reliable and successful approaches to address clinical team members who model disrespect toward patients, families and fellow medical team members including unprofessional use of social media.

## Learning Objectives:

At the conclusion of this session, participants will be able to:

- Define people, process and systems required to identify and address unprofessional behaviors involving social media use in the health care setting.
- Discuss the levels of interventions outlined by the Vanderbilt Promoting Professionalism Pyramid for behaviors that undermined a culture of safety and respect.
- Identify use of social media that undermine culture of safety and respect in the health care setting.

## Faculty:

Gerald Hickson, MD, is the Joseph Ross chair of medical education administration and professor of pediatrics at Vanderbilt University Medical Center. Dr Hickson has focused his research on why families choose to file suit and how to identify and intervene with high-risk physicians. His work has resulted in more than 170 peer review articles along with educational initiatives to promote disclosure of medical errors and address behaviors that undermine a culture of safety. Dr. Hickson developed the patient advocacy reporting and coworker observation reporting systems. He serves as a member of the board of directors of the Institute for Healthcare Improvement, served on the board of the National Patient Safety Foundation, Professionals in Patient Safety and on the quality care committee for the National Association of Children's Hospitals and Related Institutions.

*The speaker does not have any real or perceived conflicts of interest related to this presentation.*

## Registration information and fees:

Fees are per connection at a facility and include electronic handout and one connection line to the live webinar. Connection instructions and handout materials will be emailed to the contact person listed on the registration 1-2 days prior to the program.