Harnessing Social Media for Career & Care Advancement

Effective Strategies on Responsible Use for Oncology Professionals

Ishwaria M. Subbiah, MD, MS, FASCO

Medical Oncologist and Palliative Care Physician

Executive Director, Cancer Care Equity & Professional Wellness
Sarah Cannon Research Institute (SCRI)

Medical Director, Supportive Care Oncology, Health Equity & Professional Well-being | The US Oncology Network

ishwariasubbiah@outlook.com
X/LinkedIn @ishwariaMD

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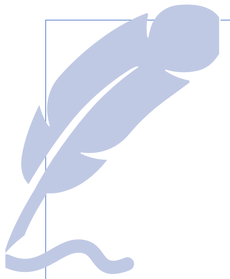
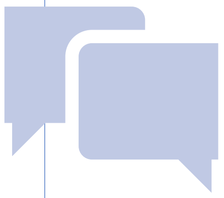
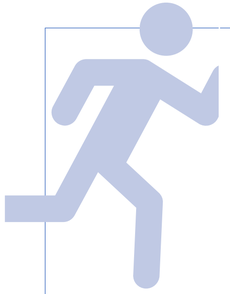
Objectives



1. Appraise Ethical Guidelines for social media use to maintain patient confidentiality and professional integrity.



2. Enhance Public Engagement: Use social media to effectively engage with general public and share reliable medical information.



3. Leverage Professional Development: Utilize social media for networking, staying updated on medical research, and building a professional brand.

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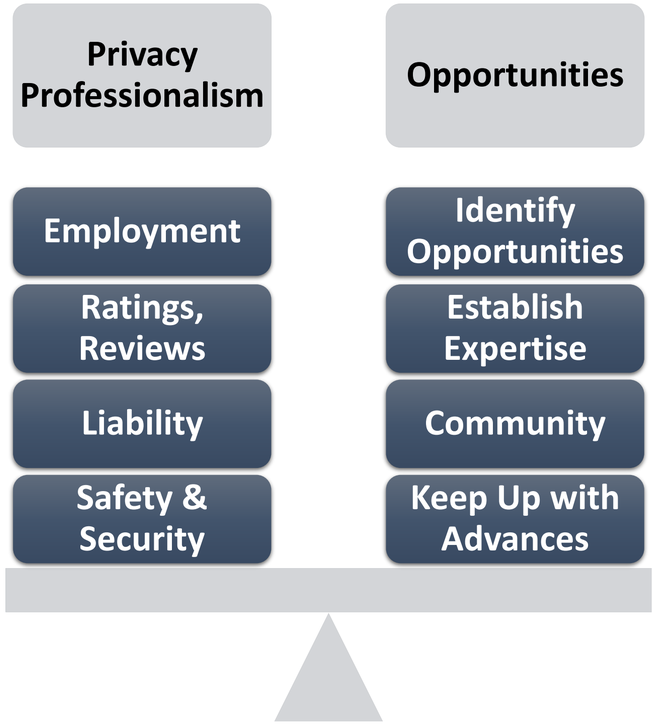
X @ishwariaMD ishwariasubbiah@outlook.com

Social Media and Healthcare: A Complex Relationship



Today's Focus: Transcend Boundaries and Create Opportunities for Oncology Professionals

Ishwaria Subbiah, MD MS FASCO
X @ishwariaMD ishwariasubbiah@outlook.com

Social Media and Oncology

Opportunities for Effective Use – **THE WHERE**

Know your audience: Professionals vs. General Public

Ishwaria Subbiah, MD MS FASCO
X @ishwariaMD ishwariasubbiah@outlook.com

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Social Media and Oncology

Opportunities for Effective Use – **THE HOW**

Share	Conduct	Establish	Build
• Share your subject matter expertise	• Conduct Research	• Establish your presence in that field	• Build Community

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X @ishwariaMD ishwariasubbiah@outlook.com

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Social Media and Oncology

Opportunities for Effective Use – **THE HOW**

Establish your subject matter expertise

- Contribute Original Content
  - Research articles – yours and others
- Augment & Amplify Others' Content
  - Reshare with your thoughts
- Augment Content
  - Reply with questions, insights

Establish your presence in that field

- Post important research articles from others
- Like/Reshare without your thoughts
- Interact/Engage with others in your field

Build Community

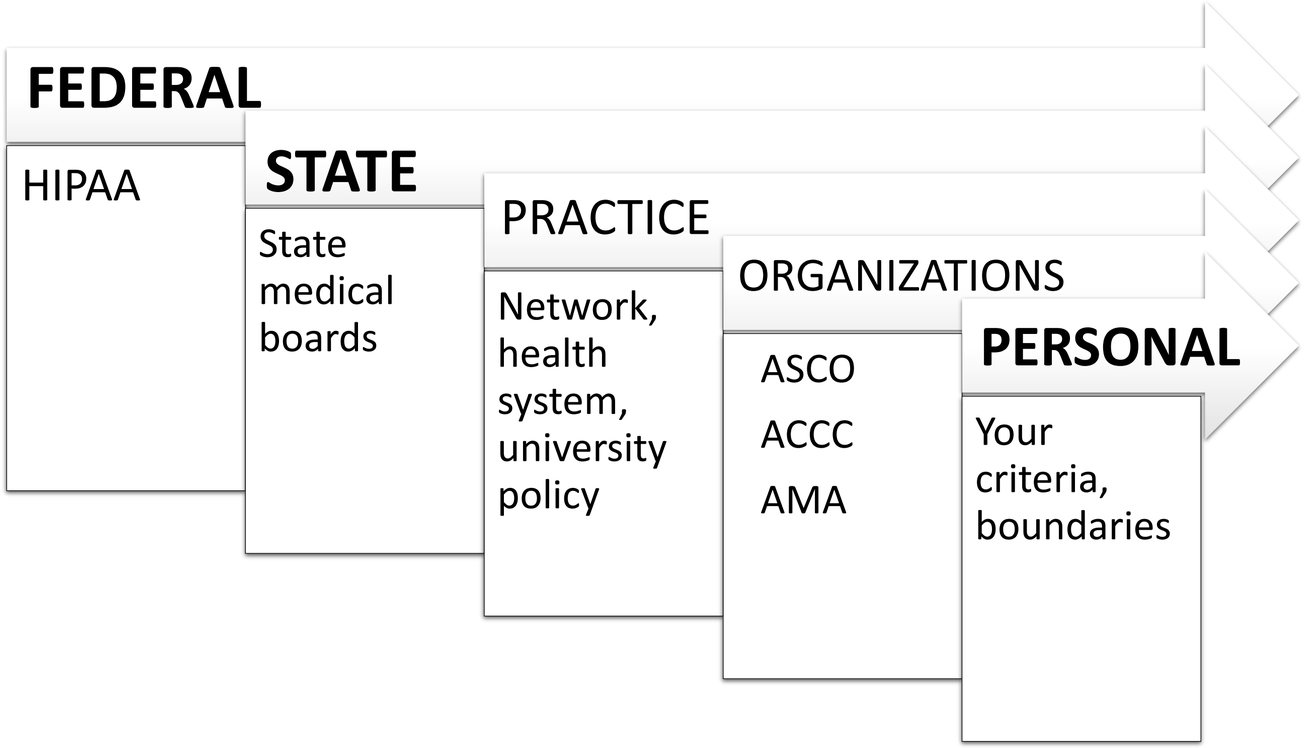
- Share professional updates, job changes, and wins (both individual & team)
- Share disappointments (unfunded grant, etc.) that are relatable (optional)
- Life milestones (optional)

Conduct Research

- Mine publicly available social media data
- Recruit participants
- Find collaborators

Ishwaria Subbiah, MD MS FASCO
X @ishwariaMD ishwariasubbiah@outlook.com

WHO'S THE BOSS
Levels of Governance of Healthcare-related Interactions on Social Media Platforms



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X @ishwariaMD ishwariasubbiah@outlook.com

Federal Governance of Social Media Interactions
"RETROFITTING" LEGISLATION

1996	HIPAA enacted by the 104th US Congress
2003	LinkedIn launched
2004	Facebook launched
2006	Twitter launched

Ishwaria Subbiah, MD MS FASCO
X @ishwariaMD ishwariasubbiah@outlook.com

Interpreting HIPAA for the Social Media Era

PRIVACY RULE

- Defines what's protected.
- Establishes national standards for the protection of certain health information.

FORESIGHT

- Protects all "individually identifiable health information"
- Held or transmitted by a covered entity
- In any form or media, whether electronic, paper, or oral.

OCR Privacy Rule Summary https://www.hhs.gov/sites/default/files/privacysummary.pdf

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X @ishwariaMD ishwariasubbiah@outlook.com

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EXAMPLES OF HIPAA VIOLATIONS ON SOCIAL MEDIA

If you've heard about it on the news,
it is likely egregious.

Commonly Reported Social Media HIPAA Violations

- Images and videos of patients without consent (written)
- Any identifiable information within posts
- Photographs from a medical facility where PHI is seen (i.e., in background)
- Sharing of identifiable information in private groups

Crane GM, et al. Pathology Image-Sharing on Social Media: Recommendations for Protecting Privacy While Motivating Education. AMA J Ethics. 2016 Aug 1;18(8):817-25.

WHO FILES THE COMPLAINTS

Entities that Report Social Media Violations

Rare to get reports from patients who themselves are the subjects

MOST COMMON SOURCES

Communications Office – monitor institutionally related tweets

Self-report

Acquaintances of the employee on social media

Privacy & Information Security Compliance, Institutional Compliance Program. UT MD Anderson Cancer Center

So…are you even more convinced to stay away from social media?

- There is hope for effective use….

GENERAL RULE

Adhere with the Most Restrictive Policy!

- HIPAA & Other Federal Laws
- State Laws & Policies
- Institution/Practice Policies
- National Society Guidelines

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X @ishwariaMD ishwariasubbiah@outlook.com

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Most clinicians use social media without issue

THEIR STRATEGY

Employ common sense and follow certain guiding principles

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X @ishwariaMD ishwariasubbiah@outlook.com

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#1: DE-IDENTIFY HEALTH INFORMATION

- No restrictions on the use of de-identified health information.
- Neither identifies nor provides a reasonable basis to identify an individual
- To de-identify: Remove specified identifiers to where the remaining information cannot be used to re-identify the individual

45 CFR 164.502(d), and 164.514(a)-(c)

https://www.hhs.gov/hipaa/for-professionals/privacy/special-topics/de-identification/index.html

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#1: DE-IDENTIFY HEALTH INFORMATION

POSTS OF CONCERN	IDENTIFIERS	ALTERNATIVE TO CONSIDER
"Today I saw someone with …"	Date, Diagnosis (esp. if rare)	Avoid (or be vague about) dates. "I recently saw a case of…"
"…my gameshow host patient with pancreatic cancer is starting chemo but I want to be ready with alternate options if needed…"	Newsworthy circumstances	Avoid details that allow association with recent events. "Any new trials for metastatic pancreatic cancer?"
	Identifying images	WRITTEN CONSENT. Avoid posting full facial images, unique tattoos, or other identifying features without signed consent.

Crane GM, et al. Pathology Image-Sharing on Social Media. AMA J Ethics. 2016 Aug 1;18(8):817-25.

#1: DE-IDENTIFY HEALTH INFORMATION

POSTS OF CONCERN	IDENTIFIERS	ALTERNATIVE TO CONSIDER
"56-year-old female with a new diagnosis of…"	Age	Exclude age or aggregate ages Avoid precise ages esp. children Use approximate ages or ranges for all posts. *"middle age" "in their 50s" "adolescent"*
"…my patient is moving to the Rice University area and needs a new oncologist…"	Geographic location	Avoid mention of small geographic subdivisions. *"My patient is moving to the Houston area…"*
"24-year-old man with a right arm mass…"	Anatomic site Patient history	If appropriate, consider modifying clinical history. *"A woman in her 20s presents with a left thigh mass…"*

Crane GM, et al. Pathology Image-Sharing on Social Media. AMA J Ethics. 2016 Aug 1;18(8):817-25.

#2: RECOGNIZE AN ERROR IMMEDIATELY

A breach is, generally, an impermissible disclosure of PHI

E X C E P T I O N S - low probability that the PHI has been compromised based on the following factors:

- Nature, extent of the PHI (types of identifiers, likelihood of re-identification)
- The unauthorized person who used (or received) the PHI
- Whether the PHI was actually acquired or viewed; and
- The extent to which the risk to the PHI has been mitigated.

NOT ALL ERRORS ARE BREACHES.

Contact your privacy officer.

HIPAA Breach Notification Rule, 45 CFR §§ 164.400-414.
https://www.hhs.gov/hipaa/for-professionals/breach-notification/index.html

#3: WHEN IN DOUBT, OBTAIN PATIENT CONSENT

- Review your practice's media policy
- Obtain necessary consents

Ishwaria Subbiah, MD MS FASCO
X @ishwariaMD ishwariasubbiah@outlook.com

#3: WHEN IN DOUBT, OBTAIN PATIENT CONSENT

- Review your practice's media policy
- Obtain necessary consents

Privacy –MODEL Facility Policy

POLICY NAME: Photographing, Video Recording, Audio Recording, and Other Imaging of Patients, Visitors and Workforce Members

DATE: (facility to insert date here)

NUMBER: (facility to insert number here)

Purpose: To facilitate compliance with the Health Insurance Portability and Accountability Act (HIPAA) Standards for Privacy of Individually Identifiable Health Information (Privacy

2. Photographing/Audio Recording Patients by Workforce Members for Treatment Purposes: **Written patient informed consent is required** before workforce members may photograph or audio record a patient for patient care purposes.

Policy: The facility must take reasonable steps to protect patients, visitors, and workforce members from unauthorized photography, video or audio recordings, or other images. Due to the sensitive nature of patient information and to protect patient privacy, the facility must follow

6. Photographing/Audio Recording Patients by Workforce Members for Publicity Purposes: Facilities **must obtain written authorization** from the patient prior to photographing/audio recording the patient for publicity purposes. The authorization is only good for the type of photographs/recordings indicated and the timeframe listed in the authorization. Otherwise, a new authorization form must be obtained. When the photography/audio recording is for publicity purposes, the facility **must obtain an "Authorization for Use and Disclosure of PHI for Marketing and/or Promotional Purposes" and a separate "Consent for Use and Disclosure of Image, Voice, and/or Written Testimonials."**

https://scholarlycommons.hcahealthcare.com/pubclear_guidance.pdf

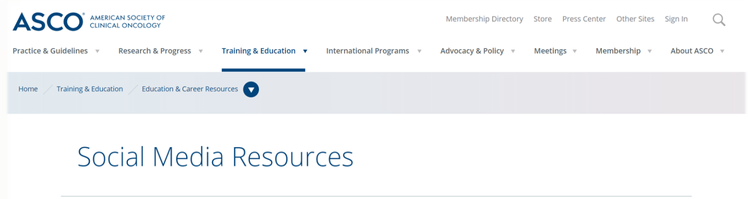
#4: ENGAGE WITH COMMUNICATIONS TRAINING RESOURCES

Explore resources in your workplace

- Most health systems, practice networks, and universities have a communications team and a social media policy.

Take social media training through your org (e.g., AMA, ASCO)

- Consider refresher courses to stay up to date with rules



ASCO Social Media Resources.
https://www.asco.org/training-education/education-career-resources/social-media-resources

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#5: VIEW REGULATIONS AS PROTECTIONS, NOT BARRIERS

Countless clinicians engage on social media while following the regulations in place for safety and protection.

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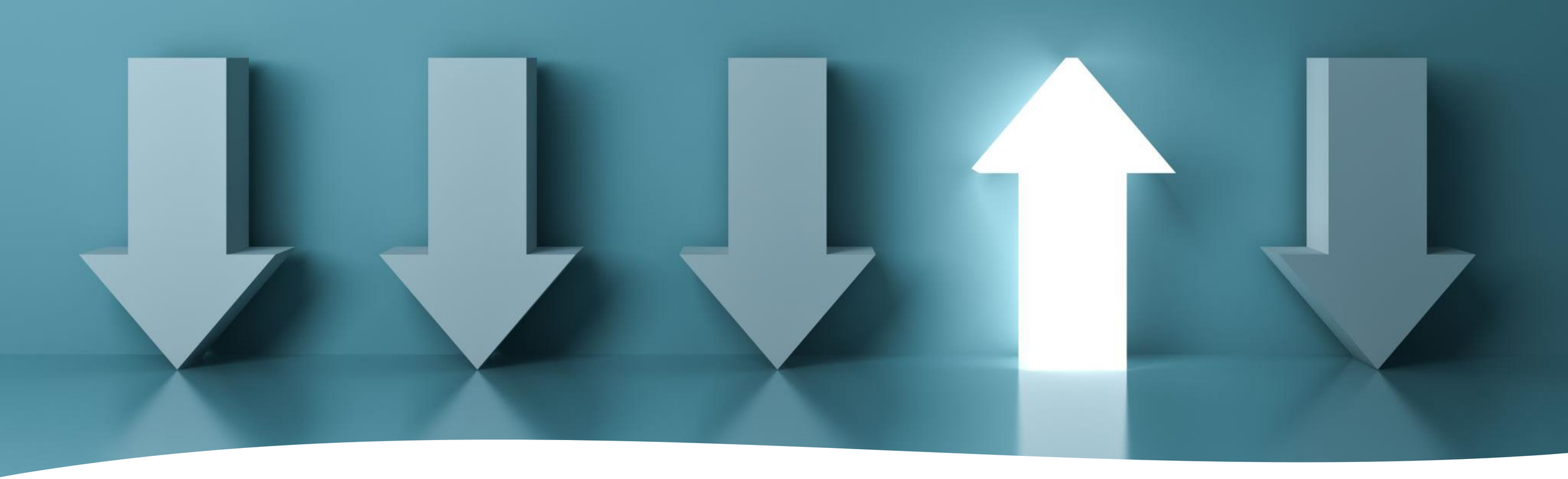

#6: USE RESTRAINT
EQ OVER IQ

Participation in social media is a constant exercise of your **Emotional Intelligence**

Your posts enter the public domain.

Ishwaria Subbiah, MD MS FASCO
X @ishwariaMD ishwariasubbiah@outlook.com

STRATEGIES FOR EFFECTIVE SOCIAL MEDIA USE IN HEALTHCARE

#1: DE-IDENTIFY HEALTH INFORMATION

#2: RECOGNIZE AN ERROR IMMEDIATELY

#3: WHEN IN DOUBT, OBTAIN PATIENT CONSENT

#4: ENGAGE YOUR LEGAL & COMMS OFFICES

#5: VIEW REGULATIONS AS PROTECTIONS, NOT BARRIERS

#6: USE RESTRAINT

EQ OVER IQ

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EXAMPLES OF EFFECTIVE SOCIAL MEDIA USE IN ONCOLOGY

Clinicians who make a difference…

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ACCESS TO CLINICAL TRIALS

Alliance for Clinical Trials in Oncology
@ALLIANCE_org
Following

New Trial! Dan P. Zandberg MD @UPMCHillmanCC leads a new @ALLIANCE_org trial (A091802) to see how well avelumab and cetuximab work in treating patients with skin cancer that has spread in the body. Learn more: bit.ly/AllianceA091802 #skincancer #NCI #NCTN#CancerResearch

8:40 AM - 28 May 2019

NRG Oncology
@NRGonc
Following

Recently Activated: NRG-LU005 #LungCancer (LS-SCLC): Chemoradiation vs Chemoradiation + Atezolizumab. To learn more, visit the protocol page on @TheCTSU ctsu.org (login req'd). @KHigginsMD @WinshipAtEmory and Dr. Alice Ross @MayoClinic @ALLIANCE_org are co-PIs.

12:22 PM - 29 May 2019

SWOG Cancer Research Network
@SWOG
Following

Easy way to find an @theNCI trial from @SWOG @ALLIANCE_org @eaonc @NRGonc @COGorg - all members of the National Clinical Trials Network, the oldest and largest publicly funded cancer research network. We run over 100+ trials at a time on all major cancer types. @NCICancerTrials

> **NCICancerTrials** @NCICancerTrials
> You can search for an NCI-supported cancer clinical trial using this form: #NCIwordstoknow cancer.gov/about-cancer/t...
> Show this thread

11:18 AM - 28 May 2019

9 Retweets **18** Likes

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X @ishwariaMD ishwariasubbiah@outlook.com

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Creating Opportunities For Our Patients

Bringing Together Rare Cancers and Rare Aberrations

Ishwaria Subbiah, MD MS FASCO

X @ishwariaMD ishwariasubbiah@outlook.com

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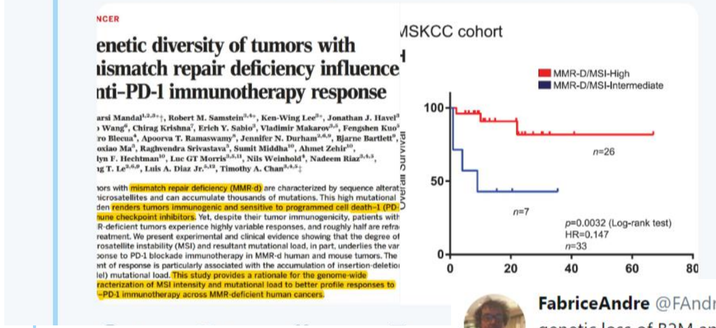
Creating Opportunities For Our Patients

Engage in real-time discussions on recent publications

A REAL-TIME PEER REVIEW

Eric Topol @EricTopol · May 2

We need much better ways to predict response to anti-PD1 #cancer #immunotherapy. Mismatch-repair deficiency is one of the ways science.sciencemag.org/content/364/64... by @GeneCollector @sloan_kettering and collaborators @sciencemagazine



Anirban Maitra @Aiims1742 Following

Replying to @EricTopol @GeneCollector and 2 others

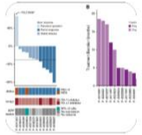
A comparable study just got published in @Annals_Oncology
Cc: @FAndreMD @ldiaz1 @JackieHechtman @xrtGenomics

No cover image available

Tumor mutational burden is predictive of response to immu…
AbstractBackground. Microsatellite instability (MSI) is a biomarker for response to immune checkpoint inhibitors (ICPIs). PD-1 inhibitors in metastatic colorec
academic.oup.com

5:49 PM - 2 May 2019

FabriceAndre @FAndreMD
genetic loss of B2M and res
hodgkin's disease with loss
could give some clues abou
epitope is not the only expla



Jackie
Finally
metast
express
#pemb

7

David Gandara @drgandara · May 24

Meso clearly needs better therapeutic options but surprised that approval of this technique is based on admittedly impressive OS from a single arm Phase II trial- FDA Approves NovoTTF-100LTM System + Chemotherapy for Malignant Pleural Mesothelioma

FDA Approves the NovoTTF-100LTM System in Co…
Novocure (NVCR) today announced that the U.S. Food and Drug Administration (FDA) has approved the NovoTTF-100L System in combination with pemetrex...
finance.yahoo.com

7 11 33

Nathan A. Pennell MD, PhD @n8pennell · May 25

Agree that is odd, not sure I would use this based on a single arm trial. Maybe because it was a device and not a drug the bar was lower?

2 5

Melina Marmarelis @MMarmarelis Follow

Replying to @n8pennell @drgandara

Yes, it was approved under a humanitarian device exemption (for rare diseases) so not the same track as other drugs (or even devices). You only have to show safety not efficacy hence the single arm trial approval.

8:39 AM - 25 May 2019

Suresh Ramalingam @RamalingamMD · May 25

As I understand it is a device, not a drug; approval standards are very different!

Vamsi Velcheti, MD @VamsiVelcheti
TTF device now FDA approved for Mesothelioma based on a single arm trial w/ 18 mo mOS w/predominantly epitheloid type... am I missing something here ? where is the randomized trial @FDAOncology #LCSM twitter.com/Medscape/statu...

3 2 17

Dr. Antonio Calles @Tony_Calles Following

Replying to @RamalingamMD

Making believe patients they could live longer (so far unproven), with no other clinically relevant outcome for patients reported so far, with an increased risk or dermatitis. Not sure this is the kind of advances mesothelioma patients really need.

6:53 AM - 25 May 2019

2 Retweets **17** Likes

1 2 17

Ishwaria Subbiah, MD MS FASCO
X @ishwariaMD ishwariasubbiah@outlook.com

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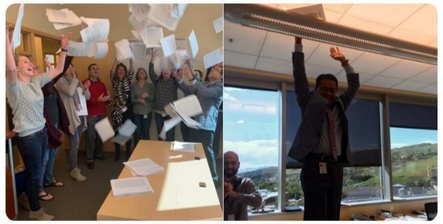
CELEBRATE MILESTONES!

Neli Ulrich, PhD Follow
@NeliMUlrich

And finally it's final!!! 1656 pages showcasing the amazing trajectory of @huntsmancancer @UUtah over the past 5 years! Go fly!!!! @neerajaiims @UofUHealth @UofUResearch @neerajaiims @TomVargheseJr @MikeGoodMD @Will_Dere @DebzNewz @___glh @GarridoLagunaMD @SiwenONC #HCIproud



8:38 PM - 24 May 2019

Ishwaria Subbiah, MD MS @IshwariaMD · Sep 30

Twitter-verse!😲It actually happened! My grant was funded! THANK YOU THANK YOU to the @AmericanCancer Society for my Clinician Scientist Development Grant!🎉 Bc when #SupportiveCare & phase I teams partner up, it's a win for patients! #endcancer #hpm #hapc

Lecia Sequist, MD, MPH Following
@LeciaSequist

I am overwhelmed to share that I am now Professor of Medicine @harvardmed Thank you amazing mentors Tom Lynch, Daniel Haber, Jeff Engelman, Alice Shaw, @dhjutsw1 @RamalingamMD Heather Wakelee and others. And especially to @TomSequist who always believed in me, even when I didn't

9:37 AM - 4 May 2019 from Boston, MA

Ashley Love Sumrall, MD, FACP Following
@AshleySumrallMD

ASCO_LDP is concluding today. We're so grateful for this opportunity for mentorship & growth! #ASCO_LDP18 #ASCO_LDP @ASCO #ASCO19 #ASCOLCI

12:53 PM - 30 May 2019 from Chicago, IL

Neeraj Agarwal Following
@neerajaiims

So glad to be done with the first phase. Looking forward to all the work and excitement of @theNCI site visit under the most passionate and inspiring leader @NeliMUlrich , the director of @huntsmancancer @UUtah

Neli Ulrich, PhD @NeliMUlrich
And finally it's final!!! 1656 pages showcasing the amazing trajectory of @huntsmancancer @UUtah over the past 5 years! Go fly!!!! @neerajaiims @UofUHealth @UofUResearch @neerajaiims

Sumanta Pal Following
@montypal

Amazing. So great to see my friend & colleague @neerajaiims making such a difference at both a national level in #prostatecancer & at an institutional level in growing @huntsmancancer

Neli Ulrich, PhD @NeliMUlrich
And finally it's final!!! 1656 pages showcasing the amazing trajectory of @huntsmancancer @UUtah over the past 5 years! Go

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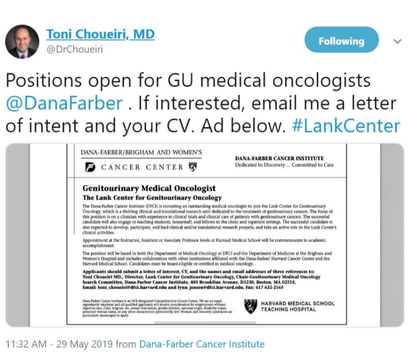

Patient-Centered Care Begins with a Thriving Clinical Team

Ishwaria M. Subbiah, MD, MS, FASCO
ishwariasubbiah@outlook.com
X/LinkedIn @ishwariaMD