* Prepare a 2-page interprofessional staff update on HIPAA and appropriate social media use in health care.

Introduction

Health professionals today are increasingly accountable for the use of protected health information (PHI). Various government and regulatory agencies promote and support privacy and security through a variety of activities. Examples include:

* + Meaningful use of electronic health records (EHR).
  + Provision of EHR incentive programs through Medicare and Medicaid.
  + Enforcement of the Health Insurance Portability and Accountability Act (HIPAA) rules.
  + Release of educational resources and tools to help providers and hospitals address privacy, security, and confidentiality risks in their practices.

Technological advances, such as the use of social media platforms and applications for patient progress tracking and communication, have provided more access to health information and improved communication between care providers and patients.

At the same time, advances such as these have resulted in more risk for protecting PHI. Nurses typically receive annual training on protecting patient information in their everyday practice. This training usually emphasizes privacy, security, and confidentiality best practices such as:

* + Keeping passwords secure.
  + Logging out of public computers.
  + Sharing patient information only with those directly providing care or who have been granted permission to receive this information.

Today, one of the major risks associated with privacy and confidentiality of patient identity and data relates to social media. Many nurses and other health care providers place themselves at risk when they use social media or other electronic communication systems inappropriately. For example, a Texas nurse was recently terminated for posting patient vaccination information on Facebook. In another case, a New York nurse was terminated for posting an insensitive emergency department photo on her Instagram account.

Health care providers today must develop their skills in mitigating risks to their patients and themselves related to patient information. At the same time, they need to be able distinguish between effective and ineffective uses of social media in health care.

This assessment will require you to develop a staff update for the interprofessional team to encourage team members to protect the privacy, confidentiality, and security of patient information.

Demonstration of Proficiency

By successfully completing this assessment, you will demonstrate your proficiency in the course competencies through the following assessment scoring guide criteria:

* + Competency 1: Describe nurses’ and the interdisciplinary team’s role in informatics with a focus on electronic health information and patient care technology to support decision making.
    - Describe the security, privacy, and confidentially laws related to protecting sensitive electronic health information that govern the interdisciplinary team.
    - Explain the importance of interdisciplinary collaboration to safeguard sensitive electronic health information.
  + Competency 2: Implement evidence-based strategies to effectively manage protected health information.
    - Identify evidence-based approaches to mitigate risks to patients and health care staff related to sensitive electronic health information.
    - Develop a professional, effective staff update that educates interprofessional team members about protecting the security, privacy, and confidentiality of patient data, particularly as it pertains to social media usage.
  + Competency 5: Apply professional, scholarly communication to facilitate use of health information and patient care technologies.
    - Follow APA style and formatting guidelines for citations and references.
    - Create a clear, concise, well-organized, and professional staff update that is generally free from errors in grammar, punctuation, and spelling.

Preparation

To successfully prepare to complete this assessment, complete the following:

* + Review the infographics on protecting PHI provided in the resources for this assessment, or find other infographics to review. These infographics serve as examples of how to succinctly summarize evidence-based information.
    - Analyze these infographics, and distill them into five or six principles of what makes them effective. As you design your interprofessional staff update, apply these principles. Note: In a staff update, you will not have all the images and graphics that an infographic might contain. Instead, focus your analysis on what makes the messaging effective.
  + Select from any of the following options, or a combination of options, the focus of your interprofessional staff update:
    - Social media best practices.
    - What not to do: Social media.
    - Social media risks to patient information.
    - Steps to take if a breach occurs.
  + Conduct independent research on the topic you have selected in addition to reviewing the suggested resources for this assessment. This information will serve as the source(s) of the information contained in your interprofessional staff update. Consult the [BSN Program Library Research Guide](https://capellauniversity.libguides.com/BSN) for help in identifying scholarly and/or authoritative sources.

Instructions

In this assessment, assume you are a nurse in an acute care, community, school, nursing home, or other health care setting. Before your shift begins, you scroll through Facebook and notice that a coworker has posted a photo of herself and a patient on Facebook. The post states, “I am so happy Jane is feeling better. She is just the best patient I’ve ever had, and I am excited that she is on the road to recovery.”

You have recently completed your annual continuing education requirements at work and realize this is a breach of your organization’s social media policy. Your organization requires employees to immediately report such breaches to the privacy officer to ensure the post is removed immediately and that the nurse responsible receives appropriate corrective action.

You follow appropriate organizational protocols and report the breach to the privacy officer. The privacy officer takes swift action to remove the post. Due to the severity of the breach, the organization terminates the nurse.

Based on this incident’s severity, your organization has established a task force with two main goals:

* + Educate staff on HIPAA and appropriate social media use in health care.
  + Prevent confidentiality, security, and privacy breaches.

The task force has been charged with creating a series of interprofessional staff updates on the following topics:

* + Social media best practices.
  + What not to do: Social media.
  + Social media risks to patient information.
  + Steps to take if a breach occurs.

You are asked to select one of the topics, or a combination of several topics, and create the content for a staff update containing a maximum of two content pages. When distributed to interprofessional team members, the update will consist of one double-sided page.

The task force has asked team members assigned to the topics to include the following content in their updates in addition to content on their selected topic(s):

* + What is protected health information (PHI)?
    - Be sure to include essential HIPAA information.
  + What are privacy, security, and confidentiality?
    - Define and provide examples of privacy, security, and confidentiality concerns related to the use of the technology in health care.
    - Explain the importance of interdisciplinary collaboration to safeguard sensitive electronic health information.
  + What evidence relating to social media usage and PHI do interprofessional team members need to be aware of? For example:
    - How many nurses have been terminated for inappropriate social media usage in the United States?
    - What types of sanctions have health care organizations imposed on interdisciplinary team members who have violated social media policies?
    - What have been the financial penalties assessed against health care organizations for inappropriate social media usage?
    - What evidence-based strategies have health care organizations employed to prevent or reduce confidentiality, privacy, and security breaches, particularly related to social media usage?

Notes

* + Your staff update is limited to two double-spaced content pages. Be selective about the content you choose to include in your update so that you are able to meet the page length requirement. Include need-to-know information. Leave out nice-to-know information.
  + Many times people do not read staff updates, do not read them carefully, or do not read them to the end. Ensure your staff update piques staff members' interest, highlights key points, and is easy to read. Avoid overcrowding the update with too much content.
  + Also supply a separate reference page that includes 2–3 peer-reviewed and 1–2 non-peer-reviewed resources (for a total of 3–5 resources) to support the staff update content.

Additional Requirements

* + Written communication: Ensure the staff update is free from errors that detract from the overall message.
  + Submission length: Maximum of two double-spaced content pages.
  + Font and font size: Use Times New Roman, 12-point.
  + Citations and references: Provide a separate reference page that includes 2–3 current, peer-reviewed and 1–2 current, non-peer-reviewed in-text citations and references (total of 3–5 resources) that support the staff update's content. Current mean no older than 5 years.
  + APA format: Be sure your citations and references adhere to APA format. Consult the [APA Style and Format](https://campustools.capella.edu/redirect.aspx?linkid=1540) page for an APA refresher.
* SCORING GUIDE

Protected Health Information (PHI): Privacy, Security, and Confidentiality Best Practices Scoring Guide

Please follow this rubric and include each section in paper.

| CRITERIA | NON-PERFORMANCE | BASIC | PROFICIENT | DISTINGUISHED |
| --- | --- | --- | --- | --- |
| Describe the security, privacy, and confidentially laws related to protecting sensitive electronic health information that govern the interdisciplinary team. | Does not describe the security, privacy, and confidentially laws related to protecting sensitive electronic health information that govern the interdisciplinary team. | Identifies the security, privacy, and confidentially laws related to protecting sensitive electronic health information that govern the interdisciplinary team. | Describes the security, privacy, and confidentially laws related to protecting sensitive electronic health information that govern the interdisciplinary team. | Provides a comprehensive and insightful summary of confidentially laws related to protecting sensitive electronic health information that govern the interdisciplinary team. |
| Explain the importance of interdisciplinary collaboration to safeguard sensitive electronic health information. | Does not explain the importance of interdisciplinary collaboration to safeguard sensitive electronic health information. | Explains interdisciplinary collaboration to safeguard sensitive electronic health information, but the explanation lacks detail or is missing critical information. | Explains the importance of interdisciplinary collaboration to safeguard sensitive electronic health information. | Explains in detail, and with professional insight, the importance of interdisciplinary collaboration to safeguard sensitive electronic health information. |
| Identify evidence-based approaches to mitigate risks to patients and health care staff related to sensitive electronic health information. | Does not identify evidence-based approaches to mitigate risks to patients and health care staff related to sensitive electronic health information. | Attempts to identify evidence-based approaches to mitigate risks to patients and health care staff related to sensitive electronic health information; however, omissions and errors exist. | Identifies evidence-based approaches to mitigate risks to patients and health care staff related to sensitive electronic health information. | Identifies multiple appropriate and well-researched evidence-based approaches to mitigate risks to patients and health care staff related to sensitive electronic health information. |
| Develop a professional, effective staff update that educates interprofessional team members about protecting the security, privacy, and confidentiality of patient data, particularly as it pertains to social media usage. | Does not develop a professional, effective staff update that educates interprofessional team members about protecting the security, privacy, and confidentiality of patient data, particularly as it pertains to social media usage. | Develops at a cursory level a staff update that educates interprofessional team members about protecting the security, privacy, and confidentiality of patient data, particularly as it pertains to social media usage. | Develops a professional, effective staff update that educates interprofessional team members about protecting the security, privacy, and confidentiality of patient data, particularly as it pertains to social media usage. | Develops a comprehensive, professional, and effective staff update that educates interprofessional team members with flawless exposition about protecting the security, privacy, and confidentiality of patient data, particularly as it pertains to social media usage. |
| Follow APA style and formatting guidelines for citations and references. | Does not follow APA style and formatting guidelines for citations and references. | Partially adheres to APA style and formatting guidelines for citations and references. Formatting inhibits effective communication or detracts from good scholarship. | Follows APA style and formatting guidelines for citations and references. | Follows APA style and formatting guidelines meticulously for citations and references. Academic citations and references are largely error-free. |
| Create a clear, concise, well-organized, and professional staff update that is generally free from errors in grammar, punctuation, and spelling. | Does not create a clear, concise, well-organized, and professional staff update that is generally free from errors in grammar, punctuation, and spelling. | Creates a staff update that contains errors in grammar, punctuation, and spelling that distract from good scholarship. | Creates a clear, concise, well-organized, and professional staff update that is generally free from errors in grammar, punctuation, and spelling. | Creates a clear, concise, well-organized, and professional staff update that is generally free from errors in grammar, punctuation, and spelling. Adheres to all applicable disciplinary and scholarly writing standards. |

Resources

These infographics serve as examples of how to succinctly summarize information. In your staff update assessment, you will not have all the images and graphics that infographics might contain; instead, focus your analysis on what makes the messaging effective. Apply these principles to writing your interprofessional staff update.

* Atlantic Training. (2012). [HIPAA infographic: Protecting patient privacy, how important is it?](https://www.atlantictraining.com/blog/hipaa-infograhic-high-cost-violations/) Retrieved from https://www.atlantictraining.com/blog/hipaa-infograhic-high-cost-violations/
* HITC Staff. (2017). [Infographic: The rise of medical data sharing and privacy concerns.](https://hitconsultant.net/2017/08/11/infographic-medical-data-sharing/) Retrieved from https://hitconsultant.net/2017/08/11/infographic-medical-data-sharing/
* University of Illinois at Chicago. (n.d.). [Protecting patient information in the age of breaches.](https://healthinformatics.uic.edu/blog/protecting-patient-information/) Retrieved from https://healthinformatics.uic.edu/blog/protecting-patient-information/
* ANA Center for Ethics and Human Rights. (2015). [American Nurses Association position statement on privacy and confidentiality [PDF].](https://courserooma.capella.edu/bbcswebdav/institution/NURS-FPX/NURS-FPX4040/190700/Course_Files/ANA_position_statement_privacy_and_confidentiality_tagged.pdf) Available from https://www.nursingworld.org/~4ad4a8/globalassets/docs/ana/position-statement-privacy-and-confidentiality.pdf
  + This ANA position statement examines the role of nurses in protecting privacy and confidentiality and provides recommendations to maintain compliance.
* McCartney, P. R. (2016). [The electronic health record and nursing practice.](http://library.capella.edu/login?url=http://ovidsp.ovid.com.library.capella.edu/ovidweb.cgi?T=JS&CSC=Y&NEWS=N&PAGE=fulltext&AN=00005721-201603000-00012&LSLINK=80&D=ovft) *The American Journal of Maternal/Child Nursing*, *41*(2), 126.
  + This article comments on the Joint Commission (TJC) alert on the safe use of health information technology (HIT) following an analysis of events that resulted in patient harm.
* Balestra, M. L. (2018). [Social media missteps could put your nursing license at risk.](http://library.capella.edu/login?url=https://search-proquest-com.library.capella.edu/docview/2131795045?accountid=27965) *Alabama Nurse*, *45*(3), 18.
  + This article explores how social media can create legal problems for nurses and reviews best practices for managing social media missteps.
* Green, J. (2017). [Nurses’ online behaviour: Lessons for the nursing profession.](http://library.capella.edu/login?url=https://search-proquest-com.library.capella.edu/docview/2007003213?accountid=27965) *Contemporary Nurse*, *53*(3), 355–367.
  + Green states that nurses need to carefully navigate the complexities between the personal and the professional on social media. The article includes a look at the legalities and etiquette of the online environment.
* Heath, S. (2018). [How does social media impact perceived provider professionalism?](https://patientengagementhit.com/news/how-does-social-media-impact-perceived-provider-professionalism) Retrieved from https://patientengagementhit.com/news/how-does-social-media-impact-perceived-provider-professionalism
  + This study shows that clinicians can maintain provider professionalism by keeping their own personal social media posts to a minimum.
* Healthcare Compliance Pros. (n.d.). [Posting with caution: The do's and don'ts of social media and HIPAA compliance.](http://www.healthcarecompliancepros.com/blog/posting-with-caution-the-dos-and-donts-of-social-media-and-hipaa-compliance-2/) Retrieved from http://www.healthcarecompliancepros.com/blog/posting-with-caution-the-dos-and-donts-of-social-media-and-hipaa-compliance-2/
  + This is a list of do's and dont's of social media and HIPAA compliance.
* HIPAA Journal. (2018). [HIPAA social media rules.](https://www.hipaajournal.com/hipaa-social-media) Retrieved from https://www.hipaajournal.com/hipaa-social-media
  + This article reviews the HIPAA laws and standards that apply to social media use by health care organizations and their employees.
* National Council of State Boards of Nursing, Inc. (2018). [A nurse's guide to the use of social media [PDF].](https://courserooma.capella.edu/bbcswebdav/institution/NURS-FPX/NURS-FPX4040/190700/Course_Files/nurse_guide_use_of_social_media_tagged.pdf) Available from https://www.ncsbn.org/NCSBN\_SocialMedia.pdf
  + Inappropriate social media posts by nurses have resulted in licensure and legal repercussions. This guide was developed by NCSBN nurses and nursing students on how to use social media responsibly.
* Ryan, G. (2016). [International perspectives on social media guidance for nurses: A content analysis.](http://library.capella.edu/login?url=https://search-proquest-com.library.capella.edu/docview/1855418369?accountid=27965) *Nursing Management*, *23*(8), 28–35.
  + This report analyzes the content of national and international professional guidelines on social media and consolidates good practice examples for the nursing profession.
* Borten, K. (2016). [The role of nurses in HIPAA compliance, healthcare security.](https://healthitsecurity.com/news/the-role-of-nurses-in-hipaa-compliance-healthcare-security) Retrieved from https://healthitsecurity.com/news/the-role-of-nurses-in-hipaa-compliance-healthcare-security
  + Due to nurses’ focus on patient health and contact with patient data, many may become desensitized to the importance of HIPAA compliance.
* Heath, S. (2017). [Do health data security concerns influence patient data sharing?](https://patientengagementhit.com/news/do-health-data-security-concerns-influence-patient-data-sharing) Retrieved from https://patientengagementhit.com/news/do-health-data-security-concerns-influence-patient-data-sharing
  + Heath explains why patients need better assurances of PHI and health data security before opting into a health information exchange or other patient data sharing model.
* HIPPAA Training. (2015, February 8). [Understanding the 5 main HIPAA rules [Blog post].](https://www.hipaaexams.com/blog/understanding-5-main-hipaa-rules/) Retrieved from https://www.hipaaexams.com/blog/understanding-5-main-hipaa-rules/
  + This is an in-depth look at five HIPAA laws and regulations to ensure training and documentation protocols are error-free and are consistent with the current standards.​​
* Zabel, L. (2016). [Ten common HIPAA violations and preventative measures to keep your practice in compliance.](https://www.beckershospitalreview.com/healthcare-information-technology/10-common-hipaa-violations-and-preventative-measures-to-keep-your-practice-in-compliance.html) Retrieved from https://www.beckershospitalreview.com/healthcare-information-technology/10-common-hipaa-violations-and-preventative-measures-to-keep-your-practice-in-compliance.html
  + HIPAA violations can result in fines of up to $1.5 million and include possible sanctions or loss of license. This article reviews the ten most common violations.