

Smart Device Usage In Healthcare

CREATIVE OR NON-COMPLIANT?

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AGENDA

- Creative
- Non-Compliant
- Final Thoughts

CREATIVE USES



**Social media is like a
referral site on steroids.**



- Wendy Wilkins

The Evolving Role of Social Media in Healthcare

SMART DEVICE APPLICATIONS

SOCIAL MEDIA

- Facebook, Blogs
- Information dissemination
- Collaboration between patients, caregivers and other stakeholders
- Tool for education

RAPID COMMUNICATION

- WhatsApp, Texting, Email



CLINICIAN PHOTOGRAPHY USAGE

Determine short term care plan

Planning for pre-operative care

Wound treatment

Referrals to burn centres

Research and teaching

CREATIVITY TEMPERED BY TRUST

BASED ON TRUST

- Patient and clinician
- Device is safe and secure
- Unauthorised access and sharing
- Social Media is acting responsibly



DEVICE USAGE IN HOSPITALS

Source: [*BYOD in Hospitals, Security Issues and Mitigation Strategies*](#), University of Melbourne

- **71%** say some form of BYOD is allowed at their hospital
- **41%** of nurses, **63%** of physicians use personal devices even when BYOD is not allowed
- **43%** of physicians who use mobile device as primary screen
 - 53% tablets
 - 37% phone
- **14%** have no passcode while containing patient data

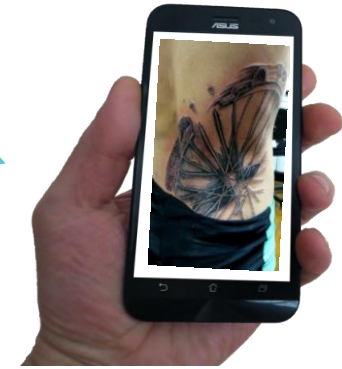
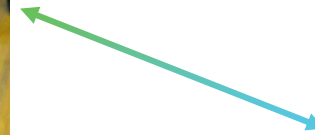
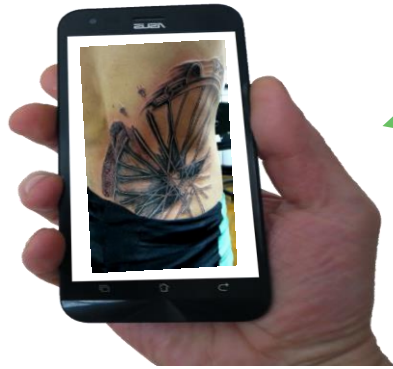
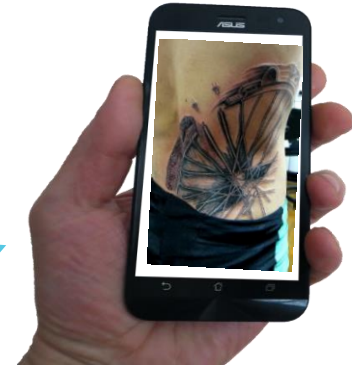
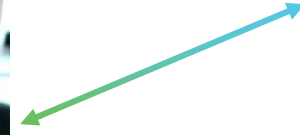
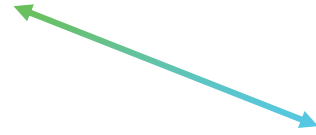
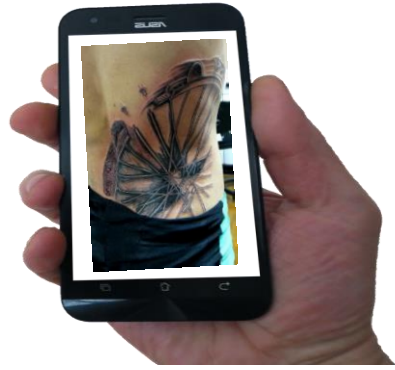
Source: [*SmartShare: An Application for Clinical Photography Using Smartphones*](#), PRS Resident Chronicles

- **89%** of Canadian plastic surgeons using smartphones instead of medical photographers
- **≥40%** aware of hospital's policy regarding clinical photography with mobile phones

NON-COMPLIANT USES



PATIENT CONSULT



CONSIDERATION FACTORS

CONSENT

- Patient Understanding
 - Understand need for photo?
- Consent
 - Obtain clear clinical consent
 - Sharing with colleagues
 - Use in presentation and training
 - Document consent

PRIVACY

- Storage
 - Where are images stored?
 - “Can just delete it from phone, right?”
 - 40 days – iOS
 - 60 days – Android
- Auto-upload to Cloud
- Lost / unsecure Smart Device
 - Password
 - Recognition of face or fingerprint
- Sharing via Unsecure Methods

IDENTITY

- Contain Identifying Information
 - Unique birthmarks, scars, tattoos
 - Full facial photos
- What’s in the photo’s background?



**INADVERTENTLY CREATE
DATA SILOS**

DON'T BE OVERWHELMED

LOOK FOR SOLUTIONS THAT:

- Allow clinicians to easily obtain consent
- Receive, encrypt, and send images and videos
 - Including to your core solutions
- Work with all types of smart devices and operation systems
- Bypass internal storage



FINAL THOUGHTS



Research has shown that many physicians using social media report minimal formal training in professional conduct online, as well as a lack of awareness regarding which guidelines to follow.



- Debra Gordon

Physicians: Can social media make or break your career?

IDENTIFY IMPROPER USES OF SMART DEVICES

FORENSIC IMAGES – INFANT, CHILD, ADOLESCENT, AND ADULT





Any physician who uses social media has to be mindful and conscious about protecting private patient information even on personal accounts.



- Toni Brayer, MD

Former CEO Sutter Pacific Medical Foundation

**THE INTERNET
IS FOREVER,
PROCEED WITH
CAUTION.**



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