# E-Tech Ethics© 2017: Health Care's Opportunities and Challenges

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## Abstract:

Innovation has taken the health care industry by storm, bringing exciting opportunities for professionals. However, ethical dilemmas continue to present at every turn.

Quality, patient safety, and fraud are paramount with new outcomes noting risks due to electronic health record errors and medical Identity theft. Duty to warn and dual relationships prompt confusion for the most seasoned health and behavioral professional. Maneuvering social media and electronic communication are increasingly complex. Licensure and reimbursement reform still don't fully allow for interstate practice, while the HIPAA highway continues to puzzle professionals. *What's a practitioner to do?*

Integrating the latest information with real-world scenarios, established professional standards and ethical codes, this presentation will provide unique strategies to drive practitioner success in this rapidly evolving arena.

## Learning Objectives:
1. Identify Health Care's Ethical Eight Challenges
2. Discuss three components of the 'Quality Trifecta'.
3. Discuss professional strategies to manage social media and electronic communication
4. Identify five E-Tech Ethics© to promote practice success

## Outline: Total of 75 minutes
## Time Sections I-III -50 minutes

## I. Introduction

## II: Health Care's Ethical Eight
- The HIPAA HYPE: Omnibus Rule & Meaningful Use 2
- Technology Proficiency
- Online Professional Misconduct
- Electronic Health Records:
  - Consumer Confidence
  - Medical Identity Theft
  - What's NOW included?
- The Quality Trifecta:
  - Privacy & Confidentiality
  - Patient Safety
  - Upcoding, Fraud & Cloned Documentation
- Duty to Warn or Duty to Act©?
- Social Media Mania
- Telehealth and Telemedicine's Quandary

- Apps & Prescribing
- Licensure Portability & Reimbursement: Syncing Regs with Reality

## III. Grounding via Professional Codes of Ethics & Standards of Practice specific to:
- National Association of Social Workers (NASW)/Association of Social Work Boards (ASWB): Technology Standards, Code of Ethics (2005)
- Case Management Society of America (CMSA) Standards of Practice: Standard J: Legal, Standard K: Ethics, (2016)
- Commission on Rehabilitation Counselor Certification (CRCC): Code of Ethics, Section J: Technology & Distance Counseling (2017)
- Commission on Case Manager Certification (CCMC): Code of Professional Conduct for Case Managers with Standards, Rules, Procedures, and Penalties, Section 4: Confidentiality, Privacy, Security, and Recordkeeping (2015)
- American Nursing Association (ANA): Code of Ethics (2015), Principles for Social Networking and the Nurse, (2011)
- National Council of the State Boards of Nursing (NCSBN): Guidelines for Social Networking (2011)
- Federation of State Medical Boards (2014) Model Policy Guidelines for Appropriate Use of Social Media and Social Networking in Medical Practice

## IV. E-Tech Ethics© 2017: Time-20 minutes

## V. Q & A: Time-5 minutes

**Mode:** PowerPoint

## Relevance to Health and Behavioral Health Professionals:
Today's practice arenas continue to be complex. Add the dynamics of ethical challenges posed by technology, amid a litigious environment of practice and it becomes overwhelming. The workforce must be grounded in Professional Codes of Ethics and related Professional Standards of Practice to best address the diverse needs of consumers, plus manifesting ethical dilemmas. Defined knowledge and strategies are equally critical to successfully maneuver the rapidly advancing cyber-world.

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2. Gamble, M. (2013) 15 Things to Know About the HIPAA Omnibus Final Rule Before Sept. 23, Retrieved from www.beckershospitalreview.com, August 13, 2013

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