

Please return your completed session information sheet to Lori Hall at [lhall@acatoday.org](mailto:lhall@acatoday.org) by

<b>Speaker(s) Name and Email</b>	Liam M. Degnan	Email: <a href="mailto:ldegnan@compliancegroup.com">ldegnan@compliancegroup.com</a>
<b>Webinar title</b> (10 words max):	HIPAA & Social Media: Simple Ways to Protect Your Business	
<b>Webinar Summary</b> (provide a clear description of the course content in 250 words or less)	<p>Whether your practice is using Facebook to attract new patients, or if you're leveraging Google and Yelp reviews, improper use of social media can lead to major HIPAA violations. With the widespread use of smartphones, these violations are more frequent than ever before</p> <p>So how can your practice use social media without violating HIPAA?</p> <p>In this webinar we outline how your employees can use social media ethically, while protecting your practice from HIPAA violations. You'll be instructed on how to create effective policies surrounding the use of mobile phones and social media in the office, and given real life examples of HIPAA breaches that occurred due to improper social media usage.</p>	
<b>Course Breakdown</b> List the hourly breakdown of topics to be presented during your session.	<p>Opening: Introduction to content &amp; agenda for the webinar, housekeeping items – 5 minutes.</p> <p>15 Minutes: Importance of Social Media, and the prominence of technology within healthcare.</p> <p>15 Minutes: Overview of the HIPAA Compliance Requirements at a high level.</p> <p>5 Minutes: Patient surveys and statistics related to HIPAA.</p> <p>10 minutes: Practice case studies, breaches, and fines. "How to" guidance on utilizing social media in a HIPAA Compliant way.</p> <p>Final 10 minutes: Q&amp;A</p>	
<b>2-3 Learning Objectives that describe what learners should be able to do upon completion:</b>	<ol style="list-style-type: none"> <li>1. High-Level understanding of HIPAA &amp; what is required in their practice.</li> <li>2. Practical understanding of what they can do to avoid breaches and fines related to Social Media within their practice.</li> <li>3. Key takeaways that they can implement in their practice going forward.</li> </ol>	
<b>5 Content references published within the last 10 years:</b>	<p><a href="https://compliancegroup.com/hipaa-and-social-media/">https://compliancegroup.com/hipaa-and-social-media/</a></p> <p><a href="https://compliancegroup.com/yelp-hipaa-compliance/">https://compliancegroup.com/yelp-hipaa-compliance/</a></p> <p><a href="https://www.hipaajournal.com/dental-practice-fined-10000-for-phi-disclosures-on-yelp/">https://www.hipaajournal.com/dental-practice-fined-10000-for-phi-disclosures-on-yelp/</a></p> <p><a href="https://www.hhs.gov/web/social-media/policies/index.html">https://www.hhs.gov/web/social-media/policies/index.html</a></p> <p><a href="https://www.hipaajournal.com/hipaa-social-media/">https://www.hipaajournal.com/hipaa-social-media/</a></p>	
<b>Learner needs</b> (why do attendees need this education?)	82% of all people in the US are using some kind of Social Media. The ability to leverage Social Media comes with a lot of benefits, but there are also risk associated, and Chiropractic practices could greatly benefit from a deeper understanding of how to use it properly.	
<b>Speaker(s) Bio</b> (in 150 words or less)	Liam, Senior Account Manager with Compliance Group, has a long history in risk management that provides him with a unique understanding into the world of HIPAA compliance. For the last three years, he has advised healthcare decision makers, small practices, and other medical vendors, helping to solve and simplify their compliance needs with Compliance Group.	



Highlight all categories or practice areas that apply to your presentation content, below:

<b>Chiropractic Specialties:</b> <ul style="list-style-type: none"><li>• Acupuncture</li><li>• Geriatrics</li><li>• Neurology</li><li>• Nutrition</li><li>• Orthopedics</li><li>• Pediatrics</li><li>• Sports</li><li>• Rehabilitation</li></ul>	<b>Pain Management:</b> <ul style="list-style-type: none"><li>• Back Pain</li><li>• Neck Pain</li><li>• Opioid Management</li></ul>
	<b>Practice Management:</b> <ul style="list-style-type: none"><li>• Coding &amp; Documentation</li><li>• Informed Consent</li><li>• Reimbursement</li></ul>
Compliance (HIPAA)	Public Health
COVID-19/Telehealth	Quality & Safety
Diversity	Risk Management
Ethics	X-ray/MRi
Evidence-based Practice	Other (enter below):