"Ethical and Privacy Implications of using Electronic Media for Health Behavior Change"

H. Morrow Long
University Information Security Office
Yale University
Security and Privacy of ePHI

• US Regulations – HIPAA & HITECH
• Organizational Policy and Procedure
  – Yale Policies & Procedures around e-mail and other electronic media
  – YNHH Policies & Procedures around e-mail and other electronic media
  – VA and other Gov’t Policies & Procedures around e-mail and other electronic media
  – Other Health Organizations – AAMC survey, etc.
Current Practice in communicating electronically with Patients

- Consent
- Patient Portals (secure websites)
- Zixmail
- Encrypted E-Mail
Electronic Media used for patient communication

- E-Mail
- IM
- Web-based Chat
- SMS
- Skype, iChat?
- Other Video/Audio-conferencing systems
Electronic Media not used for patient communication

- Facebook, MySpace, LinkedIn & Other social networking sites
- Twitter, Yammer, etc.
- IRC-based Chat
- Other social media systems
Risks: "Ethical and Privacy Implications of using Electronic Media for Health Behavior Change"

- Non-medical Identity Theft
- Medical Identity Theft
- Reputational Risk
- Legal Risks
- Current & Future Employment Prospect Risk
- Current & Future Insurance Prospect Risk
  - New Health Care Law and Regulation
Conclusions
Questions