

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

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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