In pursuit of professionalism and high reliability, what role does social media play? Team members understand the potential benefits and risks associated with social media use in the medical workplace and conduct themselves professionally. However, all of us are subject to lapses, with a small number regularly violating professional standards placing patients, quality of work, other team members and organizational reputation at risk. Addressing the challenge associated with social media use requires the right people, process and systems to promote early identification and interventions to promote best practices. This webinar will discuss developing reliable and successful approaches to address clinical team members who model disrespect toward patients, families, and fellow medical team members including unprofessional use of social media.

At the conclusion of this webinar, participants will be able to:

- Define people, process and systems required to identify and address unprofessional behaviors involving social media use in the healthcare setting.
- Discuss the levels of interventions outlined by the Vanderbilt Promoting Professionalism Pyramid for behaviors that undermine a culture of safety and respect.
- Identify use of social media that undermine culture of safety and respect in the healthcare setting.

Target Audience:
Clinical leaders, human resource managers, physician leaders, quality professionals, and senior healthcare leaders.

Registration:
Advance registration is required. The registration deadline is Friday, March 13, 2020. Register online or by sending an e-mail to educationservices@chime.org.
$199 for each connection for CHA Members
$250 for each connection for Non-Members

The registration fee provides you with one phone and computer connection. Numerous people at your site are encouraged to participate in this Web conference through one registration (utilizing the same computer and telephone connection). If participants at your site require more than one computer and telephone connection, an additional registration is necessary. Prior to the program you will receive an e-mail that contains instructions on how to connect to the Web conference. Advance registration is required to ensure delivery of instructional materials.