



**Legal and Ethical Implications  
of the use of Social Media in  
Healthcare / Affordable Care  
Act and Payment Reforms**

**Thursday, June 22, 2017**  
8:30 a.m. - 12:45 p.m.

**Location:**

Cumberland County Partnership for Children  
351 Wagoner Drive, Ste. 200  
Fayetteville, NC 28303

## Target Audience

Nursing and Allied Health.

## Program Description

### Legal & Ethical Implications of the use of Social Media

This program explores social media's impact on health care, and what legal regulations must be considered when using social media as an employee, employer or as an agency. The program reviews current legal cases setting precedent in North Carolina and throughout the United States. The use of social media is ever expanding and is not only popular for personal use, but is also increasingly used to promote and market health care programs and agencies. Current policies and procedures recommended by legal experts will be discussed. These recommendations will help to ensure health care agencies maintain regulatory and legal compliance. In addition, a review of ethical considerations when using social media will be presented.

### Affordable Care Act and Payment Reforms

This course will review recent changes in payment policies brought on by the Affordable Care Act and the introduction of Value-Based Purchasing – with a focus on how these changes are affecting hospitals and nursing practice.

## Outcome

- Provide a broad interpretation of how the term “Social Media” is used.
- Discuss current case law setting precedent in the use of social media in health care.
- Describe the expert consensus on ways to keep employers, employees and the consumer protected in the social media environment.
- Review sample policies and procedures used by health care agencies.
- Discuss the ethics of responsible use of social media
- Identify the key policy changes in the Affordable Care Act that affect nursing practice in hospitals.
- Discuss available evidence showing the impact of these policy changes on outcomes and on nursing practices.
- Discuss future trends

## Speakers

**Mary Schuler, R.N., Ed.D., C.N.E.** Dr. Schuler has been a nursing and allied health educator for over 25 years working in a variety of educational settings. She has a BS in Nursing from Rhode Island College, an MSN from Southern Connecticut State University and an EdD from the University of Bridgeport in Connecticut. Currently, Dr. Schuler is the Statewide AHEC Nursing Liaison and a Clinical Assistant Professor at UNC Chapel Hill. Her role is to promote nursing education and the AHEC mission in North Carolina. To meet this mission Dr. Schuler is involved with state groups and organizations to assist in improving the diversity, education and cultural competence of health care providers along with enhancing the quality of care and improving health care outcomes. Dr. Schuler has been involved in many aspects of health care over the past 35 years including staff nursing, management, education, leadership, curriculum development, the legal and ethical aspects of nursing education and nursing administration. Prior to coming to North Carolina she was the Director of Nursing and Allied Health at a Community College in Connecticut.

**Hugh Waters, MS, PhD.** Hugh Waters is a health economist and Associate Professor in the UNC School of Nursing, with an adjunct appointment in the School of Public Health. He has 23 years of experience working with public health programs, both in the U.S. and internationally. His areas of expertise are: (1) health insurance and health financing reforms; (2) evaluation of the effects of health financing mechanisms on access, equity, and quality; and (3) economic evaluation of health programs.

## Agenda

8 a.m. - 8:30 a.m.	Sign in / Registration
8:30 a.m. - 10:30 a.m.	Legal Implications
10:30 a.m. - 10:45 a.m.	Break
10:45 a.m. - 12:45 p.m.	Affordable Care Act
12:45 p.m.	Adjourn

## Fee

\$35.00 for each program or attend both and save! \$55.00 for both.

*SR-AHEC requires full payment for all registrations prior to the program date. We no longer accept purchase orders or supervisor's approval signatures in lieu of payment. Access to workshop materials and handouts cannot be released until payment is received. Early and regular rates will be determined by the date of receipt.*

## Credit

CNE: 4.0 Contact Hours, for both programs, 2.0 contact hours for each individual program. CNE will be awarded to participants who attend 90% of this activity.

Southern Regional AHEC is an approved provider of continuing nursing education by the North Carolina Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation. Any conflict of interest from the speaker will be announced at the beginning of the event.

CEU: 0.4 CEU's awarded to participants who attend 90% of both programs. 0.2 CEU's awarded to participants who attend 90% of each individual program.

This program is being offered in cooperation with the UNC-Chapel Hill School of Nursing

## Substitutes/Refunds/Transfers

Participants who register for the program and are not able to attend, may:

- Send a substitute;
- Cancel 48 business hours before the program and receive a voucher for 100% of the registration fee for use at a future SR-AHEC program; or
- Cancel 48 business hours before the program and obtain a refund for 70% of the registration fee.

Cancellations less than 48 business hours before the program are non-refundable. Participants who register for a program and do not attend will forfeit the full amount of the program registration fee.

## Contact

Sherri Eubanks BSN, RN

Director of Nursing CE/RN Refresher Coordinator, SR-AHEC

910-678-7246 / [sherri.eubanks@sr-ahec.org](mailto:sherri.eubanks@sr-ahec.org)

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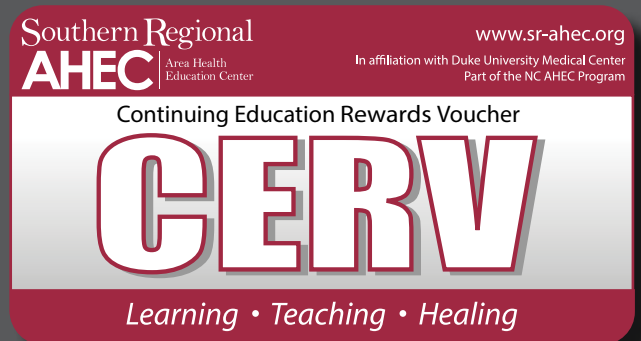
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*\*Not redeemable for CME series or contract programs and must be initialed by SR-AHEC personnel at current program.*

# Registration Form

Form may be duplicated.

**Legal & Ethical Implications of the use of Social Media in  
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CASCE #52621/ NU170622

**Phone:** 910-678-7226 **Fax:** 910-323-0674

**Online:** <http://www.aheconnect.com/ncahec/eventdetail.aspx?EventID=52621>

**Mail:** SR-AHEC, Attention Registrar, 1601 Owen Drive, Fayetteville, NC 28304

Circle one: Dr. Mr. Mrs. Ms.

Name \_\_\_\_\_ Last 4 digits of SS# \_\_\_\_\_

Certifications/Degrees \_\_\_\_\_ Specialty Area \_\_\_\_\_ Are you an NCC? \_\_\_\_\_

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Home Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

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A valid email address is needed for program communications. The secondary email will only be used if your primary email replies as "undeliverable."

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Do not send email announcements of upcoming SR-AHEC programs.  Do not share my information with participants and/or exhibitors.

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## Payment Information

I would like to attend:  One class \_\_\_\_\_  Both classes

Check (Make payable to SR-AHEC)

Mastercard / Visa # \_\_\_\_\_ Expiration Date (mm/yy) \_\_\_\_\_

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*The handouts for the program will be provided online through MyCE located on the SR-AHEC website: [www.sr-ahec.org](http://www.sr-ahec.org). Early registration is encouraged, as full access instructions will be sent with registration confirmation via e-mail.*

*For Continuing Education References concerning inclement weather, tobacco-free campus and ADA requirements, please go to: <http://sr-ahec.org/ContinuingEd/CE.html>*

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