

The Interplay of Workers' Compensation and Social Media in the Healthcare Environment



Presented By:
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Overview

- How Medical Providers Use Social Media
- How Workers' Compensation is Viewed in Social Media
- How Social Media Affects an Injured Employee's Understanding of Workers' Compensation and his/her Right to Medical Treatment
- How to Change the Negative Perception of Workers' Compensation
- How Injured Employers and their Employers/Insurance Companies use Social Media in a Workers' Compensation Claim



The Healthcare Social Media Evolution



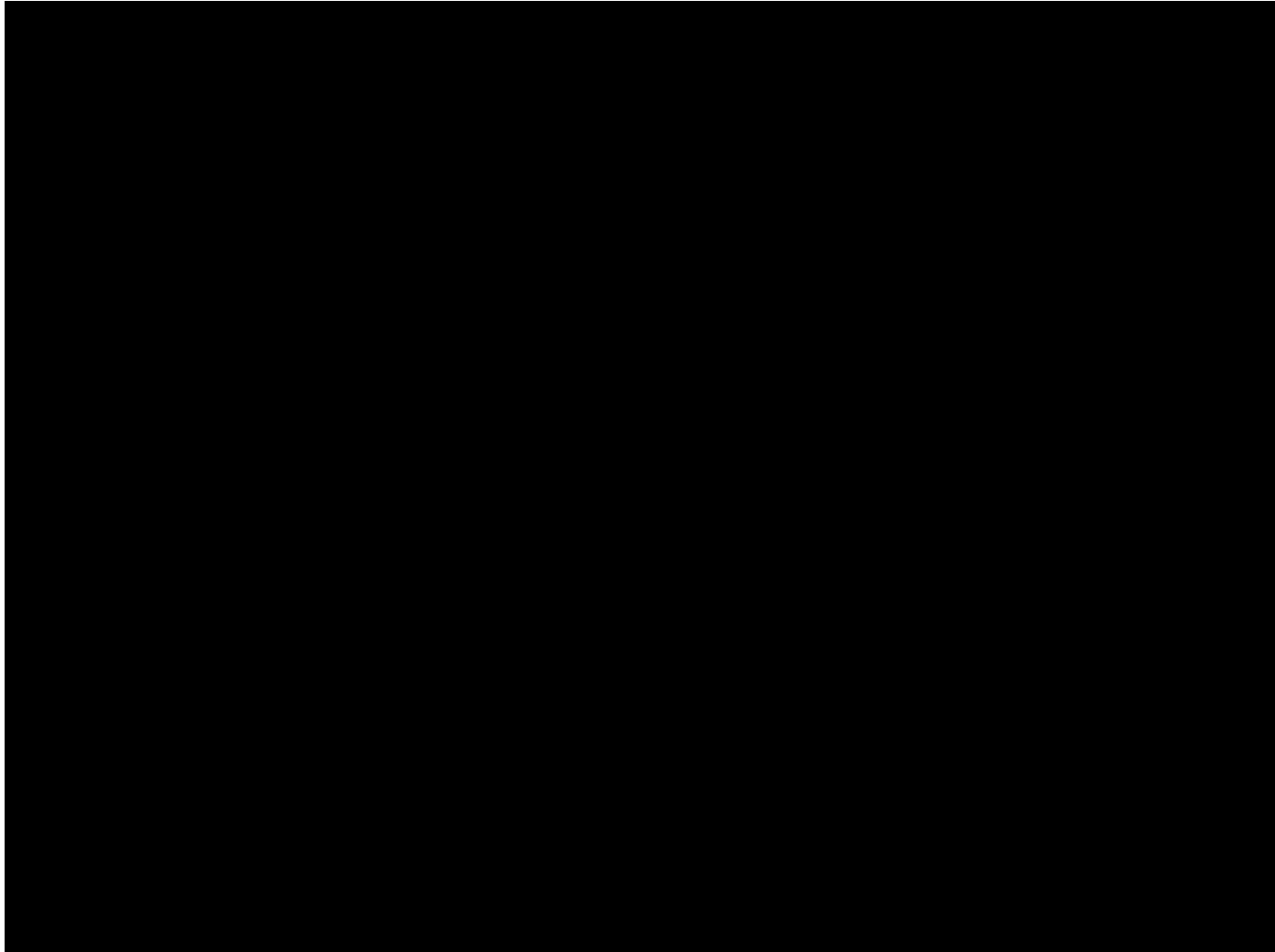
How Medical Providers Utilize Social Media

- To Share Information Regarding Facilities
- To Demonstrate Standard of Care
- To Demonstrate Patient-friendliness
- To Highlight and Promote Provider Qualifications
- To Create Patient Relationships
- To Create Transparency



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How People Use Social Media to Find Information on Treatment

- General information websites such as healthgrades.com
- Blogs
- Facebook communities
- Youtube videos



How Patients Perceive Healthcare Providers Through Social Media (ReferralMD Dec. 2015)

- **More than 40% of consumers say that information found via social media affects the way they deal with their health.**
- **18 to 24 year olds are more than 2x as likely than 45 to 54 year olds to use social media for health-related discussions.**
- **90% of respondents from 18 to 24 years of age said they would trust medical information shared by others on their social media networks.**
- **41% of people said social media would affect their choice of a specific doctor, hospital, or medical facility**
- **30% of adults are likely to share information about their health on social media sites with other patients, 47% with doctors, 43% with hospitals, 38% with a health insurance company and 32% with a drug company.**

How Patients Perceive Healthcare Providers Through Social Media

- **The most accessed online resources for health related information are: 56% searched WebMD, 31% on Wikipedia, 29% on health magazine websites, 17% used Facebook, 15% used YouTube, 13% used a blog or multiple blogs, 12% used patient communities, 6% used Twitter and 27% used none of the above. 13. 60% of doctors say social media improves the quality of care delivered to patients.**
- **28% of health-related conversations on Facebook are supporting health-related causes, followed by 27% of people commenting about health experiences or updates.**
- **40% of people polled said information found on social media affects how someone coped with a chronic condition, their view of diet and exercise and their selection of a physician.**

60% of doctors say social media improves the quality of care delivered to patients

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How Workers' Compensation is Viewed in Social Media

- “The term gang raped is just a expression of how I feel,like raped of my rights. Not to offend or upset anyone,absolutley not my intentions.It just seems like no matter who you talk to,the employee's best interests are not even valid, its all about the tax dollars the buisness can generate for the states and gov.The only ppl who are supossed to help you (aka attny) are only worried about how they can make a quick settlement (take the 20-80k and get lost kid).The monies you get better last or you will be panhandling in the streets in your wheel chair,if you can even afford one and sleeping under the bridge!!!!The entire system is (*\$&#^) not for the employee at all,more for the buisness and goverments. Well my credit score is 450 or less right now so a chapter 7 is in my near future!!! Maybe I should change my name to pissed off and rdy to go postal!!!J/K lol”
- HOW MANY PEOPLE ARE GETTING SCREWED OVER BY WORK COMP? THE DOCTOR SAYS YOU CANT WORK AND THEIR DOCTORS SAY YOU CAN .AND YOUR JOB WONT LET YOU WORK .SO THEY DONT WANT TO PAY YOU .THE DOCTOR WHO SAYS YOU CANT ONLY BEEN YOUR DOCTOR FOR 5 YEARS .AND THEIR DOCTOR ONLY SEEN YOU TWICE IN TWO YEARS .ANY IDEALS ON HOW TO HANDLE THIS.

How Workers' Compensation is Viewed in Social Media

- thanks for the input everyone .i do have a lawyer from columbus.and i feel i am getting no where.been dealing with this for 5 years.they have fought me on everything ,told me i had to have surgry .i did last year and it only made me worst off, i have been with the company for 14 years.i begged my doctor to release me .he did with restrictions .not getting 40-60 hours like i use to before i got injuried.i am lucky to get 20. i work even when my back hurts so bad that i cant hardly move.i just dont get how they can tell me thier not paying me
- It started out as a legitimate way for people to be compensated if they were injured on the job, but like every program that was created to help, some people take advantage...

In my opinion anyone caught improperly getting benefits, they should be instantly executed, because the entitlement mindset is IMPOSSIBLE to remove.

How Workers' Compensation is Viewed in Social Media

Facebook Page:

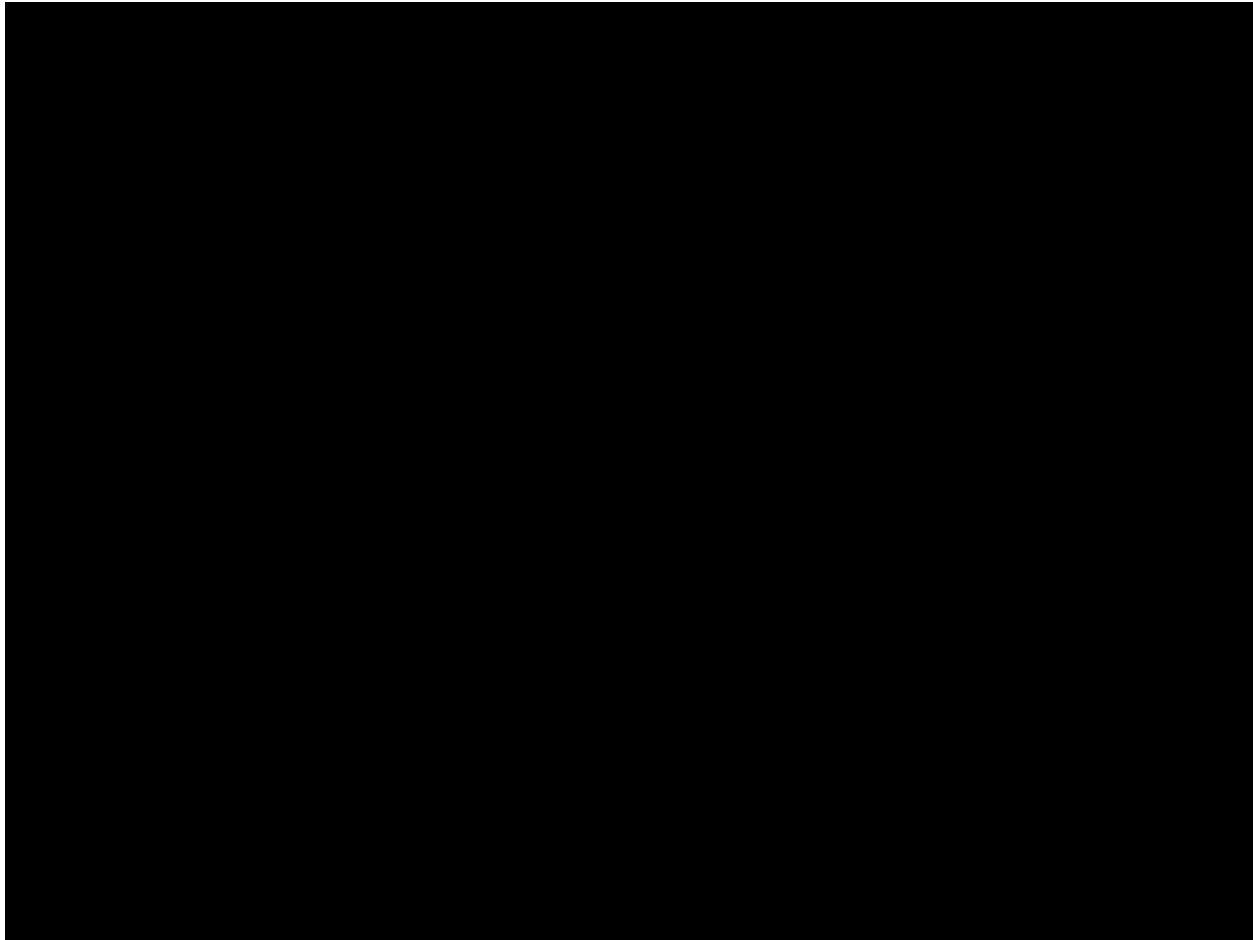
CRIMES AGAINST INJURED WORKERS



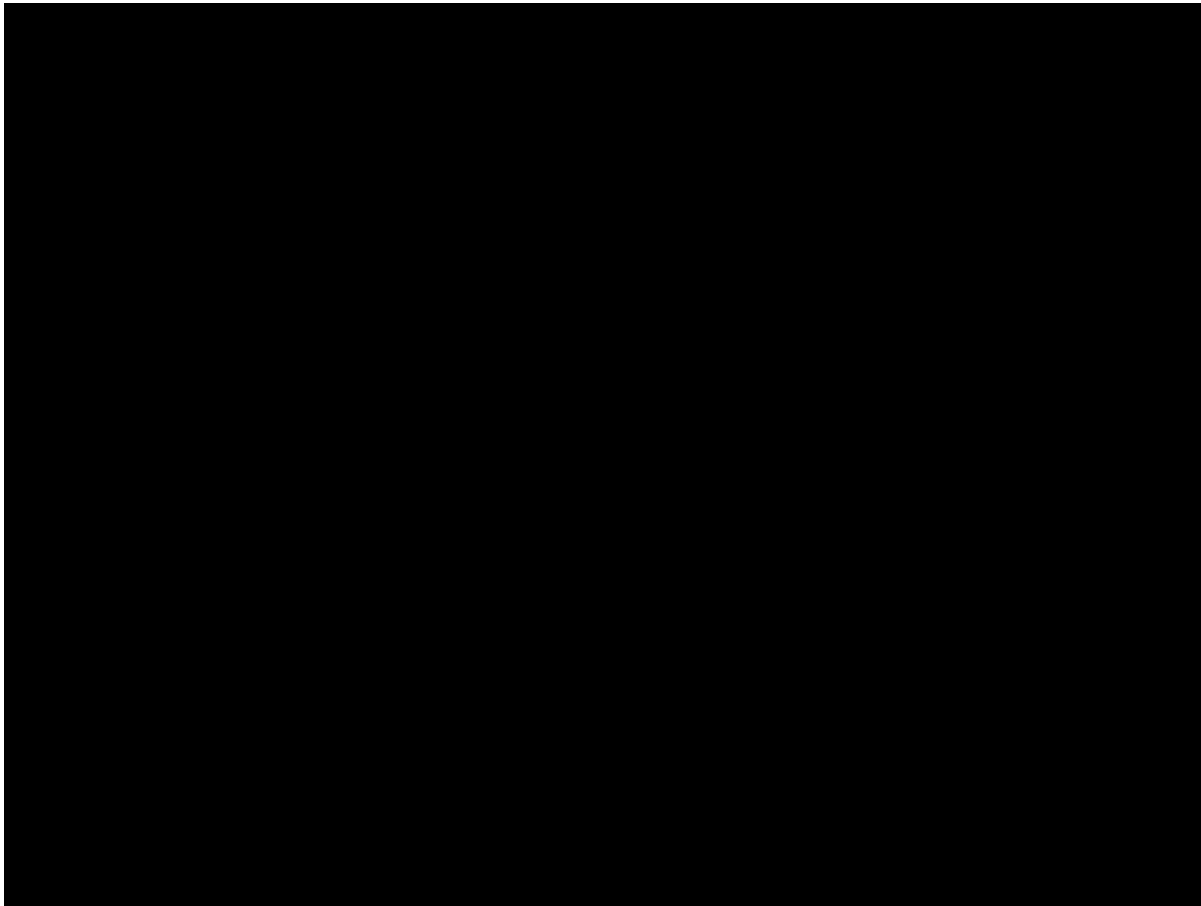
How Workers' Compensation is Viewed in Social Media



How Workers' Comp is Viewed in Social Media



How Workers' Comp is Viewed in Social Media



How Social Media Affects an Injured Employee's Understanding of Workers' Compensation

- Difficult to Navigate on One's Own
- Complicated Laws Designed to Disadvantage the Employee
- The Insurance Company is the Enemy
- The Employer is Out to Get the Employee
- The Right Lawyer Can Get a Big Settlement



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How to Combat Negative Perception

- Be Attentive
- Follow the Rules
- Promote Health
- Show Concern
- Encourage Interaction

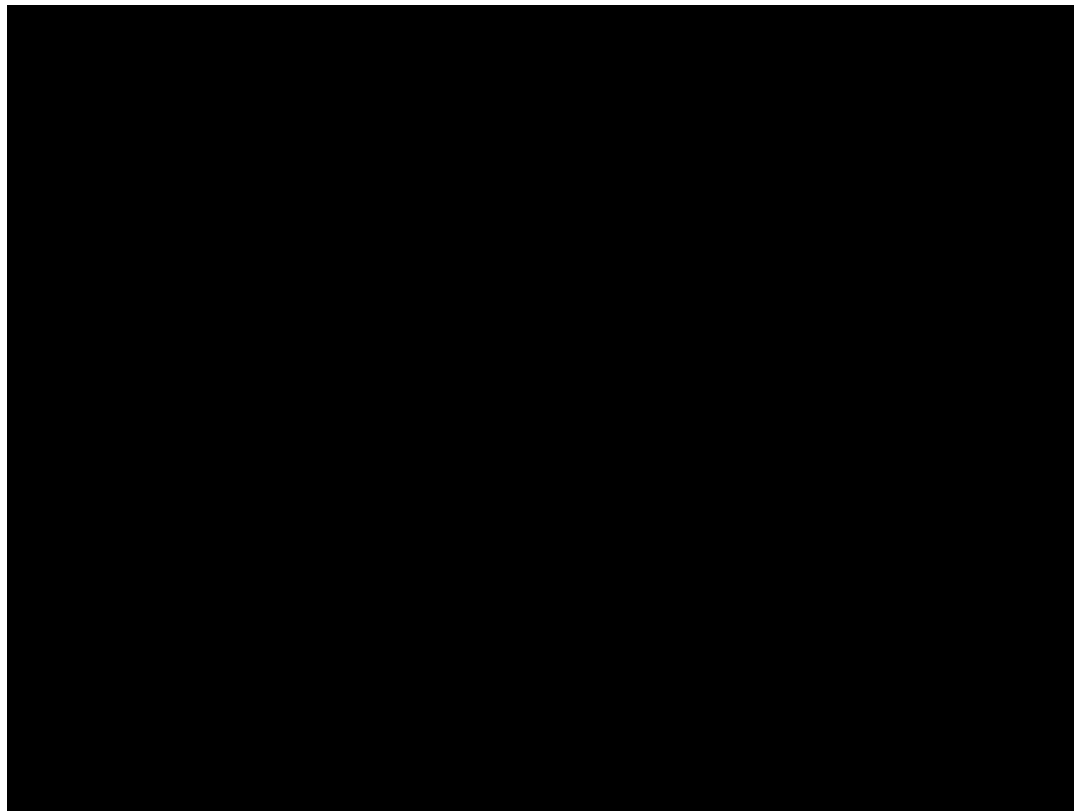


The Rehab Specialist's Role

- The “face” of the insurance company
- To create a meaningful relationship while remaining neutral
- To facilitate positive movement in a claim
- To facilitate beneficial medical treatment
- To encourage alternative career/employment growth



Positive Ways to Utilize Social Media



Positive Ways to Utilize Social Media

- Informational Web-sites
- Encourage use of Linked-In, Job Search websites
- Networking sites, blogs
- How to “brand” and establish a positive social media presence



Defense Attorney's Use of Social Media

- Because of the vast amount of personal information they contain, social networking sites can provide useful tools for investigating a claimant.
- Four Uses of Social Networking
 - Locations
 - Status
 - Known Associates
 - Photographs and Videos



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Suggested Sites Web Slice Gallery V&B Help Desk Pin It



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Ashley Gowder



Join Login

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Profile Details

Full name, phone, email address, age & DOB

Location History

Current & previous addresses, home values

Family Background

Family members, relatives, spouse info

Photos & Social Profiles

Photos, Videos, and Social Network Profiles

Neighborhood

Neighbors, Nearby Home Values, Public Safety

SEE FULL RESULTS

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Ashley Gowder

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Gender & Age
Female | Late 20's

Phone Number
Lookup Phone

Email Address
*******@gmail.com**



Current Address
******* Tobey Rd**

City & State
Atlanta, GA 30341

Family Members
See Family Tree



Marital Status
See Available Results

Occupation
See Available Results

Education
See Available Results

To see all of Ashley Gowder's personal information > Click Here

Location History

Find out where Ashley Gowder has lived and detailed property information.

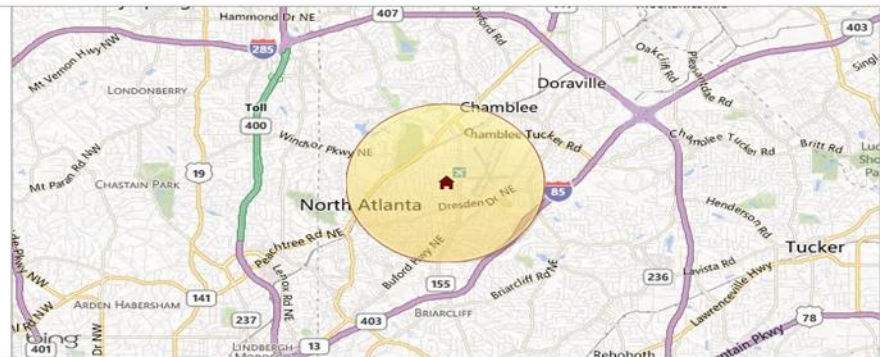
Atlanta, GA 30341
******* Tobey Rd**
Est. Home Value: \$258K

- Beds: 3 bedrooms
- Baths: 2 baths
- Sqft: 1,440 sq ft
- Lot Size: --

See Available Results:

- Full Property Records
- Location History Information

Get Full Results



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Using Social Media as Evidence in Court

- There is friction between the concepts of privacy, free speech and accountability
- Generally, if something is posted in a public forum, the courts will see it as fair game (provided all local ethics, evidence and litigation rules are followed)

Injured Workers' Use of Social Media

- Opposing counsel looks up insureds as well as claims adjusters and rehab professionals
- Claimant can use social sites to “document” disability
- State Bar advisories indicating lawyers must advise clients about the legal ramifications of social media use



Any Questions?

