

Social Media Screening for Healthcare

Every day, thousands of people rely on their healthcare providers to access needed care services or look after their loved ones' wellbeing. Trust is foundational to the patient-caregiver relationship. Patients often feel vulnerable as they navigate the complexities of the healthcare system, and reckless, abusive, or inappropriate behavior can easily undermine the confidence healthcare organizations have worked hard to build.

Trust in the healthcare system is declining.

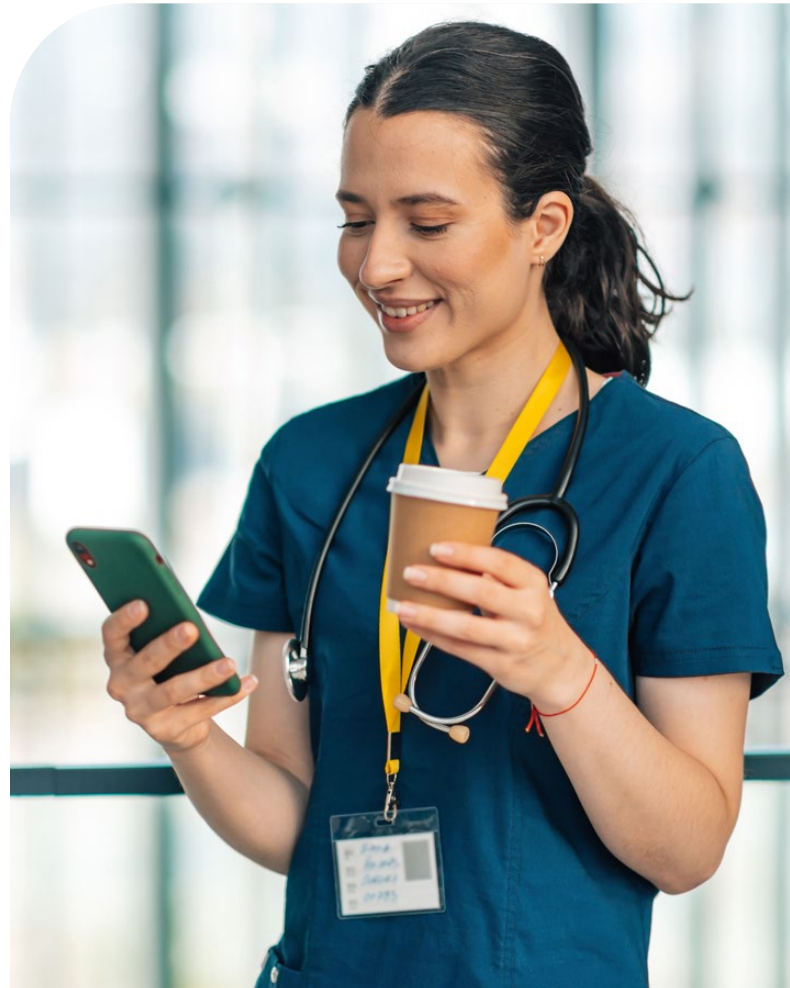
Based on a recent Gallup poll, 28% Americans have very little confidence in the medical system.³ Medical errors, discriminatory treatment, unauthorized disclosure of confidential data, and outright physical or sexual abuse by healthcare professionals are a few of the issues that can erode patient trust.

Hostile work environments aggravate staffing issues.

In the healthcare industry's high-pressure environment, organizations struggle to fill open staff positions and reduce turnover. Harassment, discrimination, and bullying create a toxic work culture that harms staff morale and accelerates attrition.⁴

Unmonitored social media habits are exposing organizations to HIPAA risks.

A recent survey of anesthesiology and intensive care professionals' social media accounts in North America found that 3.7% of profiles breached medical confidentiality.⁴ Patients' personal data, medical information, and photos may be shared online through carelessness or deliberate disregard for patients' privacy.



63% of healthcare professionals

have reported experiencing unprofessional behavior at work at least once a month.¹

\$1.5 million

Average fine for HIPAA violations.²

Nurses mock a pediatric gunshot patient on TikTok

Two nurses working in the pediatric unit of Le Bonheur Children's Hospital in Memphis, Tennessee posted a TikTok video listing their "icks," which included a child with a gunshot wound crying because they had to get a shot.

[Learn more →](#)

VCU Health nurse promotes medical sabotage

A nurse at Virginia Commonwealth University (VCU) Health posted a video suggesting that healthcare providers sabotage federal agents by injecting them with an anesthetic that causes short-term paralysis.

[Learn more →](#)

Hospital staff fired after posting images of sedated patients on social media

Three patients of Baptist Hospital, in Florida, learned that hospital staff had posted pictures of them on Snapchat without their consent when they were approached to sign non-disclosure agreements.

[Learn more →](#)

Registered practical nurse livestreams a med pass

A registered practical nurse filmed herself preparing medications on TikTok. She was dismissive of viewer comments warning her she was committing a HIPAA violation and committed a medication error on-screen, possibly due to distraction.

[Learn more →](#)

Know your people with in-depth social media searches.

First Advantage's social media searches scour over 10,000 publicly available social media and online content sources for potential job-related misconduct, including threatening language, intolerance, sexually explicit material, violence, harassment, crime, and drug use. Up to seven years of a candidate's publicly available online content is reviewed. Protected class information is carefully removed from reports to help protect candidate privacy and mitigate potential liability associated with discriminatory hiring practices.

Promote a healthy workplace culture

Proactively identify possible signs of deeper workplace issues. Our social media searches combine state-of-the-art AI-driven technology with expert human analysis to provide you with an in-depth look at your staff's online activities.

Protect patients' confidential information

Mitigate the risks of HIPAA violations by detecting social media posts that might be publicly disclosing patient and other confidential data.

Preserve public trust

Help strengthen public confidence in the healthcare system by identifying toxic employees before they can harm your patients and damage your brand.

¹ <https://pubmed.ncbi.nlm.nih.gov/36656827/#:~:text=Other%20monthly%20experienced%20subtypes%20ranged,specific%20types%20of%20professionalism%20lapses.>

² <https://compliance-group.com/average-hipaa-fine-is-now-1-5-million/>

³ <https://news.gallup.com/poll/4708/healthcare-system.aspx>

⁴ <https://www.hracity.com/resources/research/workplace-harassment-and-employee-misconduct-insights/>

