



Social Media Marketing

Deadline: Postmarked no later than **January 1, 2025**

Credit: 2.5 AAMA CEUs (gen/admin) **Code:** 143558

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Directions: Determine the correct answer to each of the following, based on information derived from the article.

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- ☐ ☐ 1. The U.S. Department of Health and Human Services requires providers to get written patient consent if the provider is emailing a patient about a new treatment for the patient's condition.
- ☐ ☐ 2. Patient complaints should be discussed with them on the telephone or in person rather than on a social media site.
- ☐ ☐ 3. Professional news media generally have a more stringent review process for making sure information disseminated to the public is correct than social media platforms.
- ☐ ☐ 4. One of the disadvantages of medical practices using social media is the high cost.
- ☐ ☐ 5. Health care personnel have a legal obligation not to disclose protected health information (PHI) on the internet, according to the Health Insurance Portability and Accountability Act of 1996.
- ☐ ☐ 6. Patient privacy rights are not violated, even if there is an impermissible disclosure of PHI, if the information is transmitted by encrypted means.
- ☐ ☐ 7. Vaccination reminders should not be posted on social media because doing so could attract individuals to the practice who do not need the vaccination.
- ☐ ☐ 8. The American Medical Association uses social media to communicate with the general public and the physician community.
- ☐ ☐ 9. Medical practices are permitted to use patient testimonials in their marketing and educational materials if a written consent form is signed by patients.
- ☐ ☐ 10. When responding on social media to a comment by a patient, the provider practice should not state that the individual is a patient of a specific provider.
- ☐ ☐ 11. Physicians have a legal and ethical duty to make sure that any medical information posted on their social media is accurate.

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- ☐ ☐ 12. Physicians may use social media platforms to interact with current patients but not with prospective patients.
- ☐ ☐ 13. Social media is a legitimate means of educating the public about health issues and threats.
- ☐ ☐ 14. Social media communications may be thought of as a form of marketing for medical practices.
- ☐ ☐ 15. Negative reviews of a health care provider on the internet should be responded to by a quick and strong dismissal of the negative review's substance.
- ☐ ☐ 16. Middle-aged adults use social media more frequently than younger adults.
- ☐ ☐ 17. Developing a social media strategy to attract new patients is considered unprofessional and should be avoided.
- ☐ ☐ 18. Syphilis is the most common sexually transmitted disease in the United States.

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