



UNIVERSITY OF TORONTO  
FACULTY OF MEDICINE



# **Web 2.0 at Work: Building Healthy Hospital Policy**

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# Social Media: Paediatric Perspective



# Objective

- To qualitatively describe patterns of social media use and risks encountered by employees of The Hospital for Sick Children in Toronto, Canada

# Methods: Study Population

- Over twenty-four hospital employees participated in three focus groups

## Departments

- IT
- Quality and Risk Management
- Bioethics

## Roles

- Nurses
- Physicians (staff, trainees)
- Allied health professionals
- Clinical and basic science researchers

# Results: Current Uses of Social Media

- Shift Management
- Research

| Schedule for 2 Weeks Beginning: 2-Oct05 |                      |       |   |   |             |            |            |            |           |
|---|----------------------|-------|---|---|-------------|------------|------------|------------|-----------|
| All Shift Assignments                   |                      |       |   |   |             |            |            |            |           |
| Group                                   | Employee             | Hours | 1 | 2 | Sun 2-Oct   | Mon 3-Oct  | Tue 4-Oct  | Wed 5-Oct  | Thu 6-Oct |
| HN                                      | Armstrong, Harry L.  | 12 32 |   |   | H-Day-12    | H Swing-8  |            |            |           |
| HN                                      | Armstrong, Olga V.   | 12 40 |   |   | H-Night-12  | H Night-8  | H Night-8  |            |           |
| HN                                      | Bean, Carol L.       | 16 40 |   |   |             | H Day-8    | H Day-8    | H Day-8    |           |
| HN                                      | Dickerson, Dianne D. | 24 40 |   |   |             |            | H Swing-8  | H Swing-8  |           |
| HN                                      | Fernandez, Jackie O. | 32 40 |   |   |             |            |            | H Night-8  |           |
| LPN                                     | Dickerson, Sally R.  | 40 40 |   |   |             |            |            |            | Day Off   |
| LPN                                     | Everham, Marge M.    | 28 40 |   |   | LP-Day-12   |            |            |            | H Day-8   |
| LPN                                     | Henderson, Bill F.   | 12 32 |   |   | LP-Night-12 | LP Night-8 |            |            | H Swing-8 |
| LPN                                     | Henderson, Kathy B.  | 8 32  |   |   |             | LP Day-8   | LP Day-8   | LP Day-8   | H Night-8 |
| LPN                                     | Johnson, Norm X.     | 24 40 |   |   |             | LP Swing-8 |            | LP Swing-8 |           |
| LPN                                     | Livingston, Ed R.    | 16 32 |   |   |             |            | LP Night-8 | LP Night-8 |           |
| LPN                                     | Livingston, Ron P.   | 32 40 |   |   |             |            | LP Swing-8 |            |           |
| LPN                                     | Oakes, Bill N.       | 40 40 |   |   |             |            |            |            |           |
| LPN                                     | Oppenheimer, Tamm    | 32 32 |   |   |             |            |            |            |           |
| LPN                                     | Tennison, Cindy E.   | 32 32 |   |   |             |            |            |            |           |
| RN                                      | Henderson, Irene N.  | 12 32 |   |   | R-Day-12    | R Day-8    |            |            |           |
| RN                                      | Henderson, Sally A.  | 32 40 |   |   |             |            |            | R Night-8  |           |
| RN                                      | Johnson, Marge K.    | 32 32 |   |   |             |            |            |            |           |
| RN                                      | Livingston, Harry P. | 20 40 |   |   | R-Day-12    |            |            | R Night-8  |           |

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WIRED SCIENCE: What Element Are You?

## WIRED SCIENCE

What element are you?

Share

# Na

### SODIUM

What's up, salty? You probably made some sarcastic comment to yourself about being called "salty." That is because you are salty. You are HIGHLY reactive, which means that the world is but a prickly irritant to your bitter soul. The upside is that you refine things to perfection and you're probably hilarious. You could do great things in life as long as you don't torture yourself to death in the process.

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- Get our Video Podcast

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Check out the social chemistry makeup of your friends below. To calculate your WIRED SCIENCE-tested relationship chemistry with each friend, create a compound by clicking "Combine" for each friend. Click "View Compound" if you've already started the scientific process!

### Rambler Dx

You are a bitter pill. HIGHLY reactive over every little thing though, oddly, you hate being alone.

Combine

# Na

### SODIUM

### Luis Nishimura

You appear rigid, but in reality you're a softy. In your normal state you don't do much but when pulled out of your shell you're a dynamo!

Combine

# Fe

### IRON

Invite More Friends!

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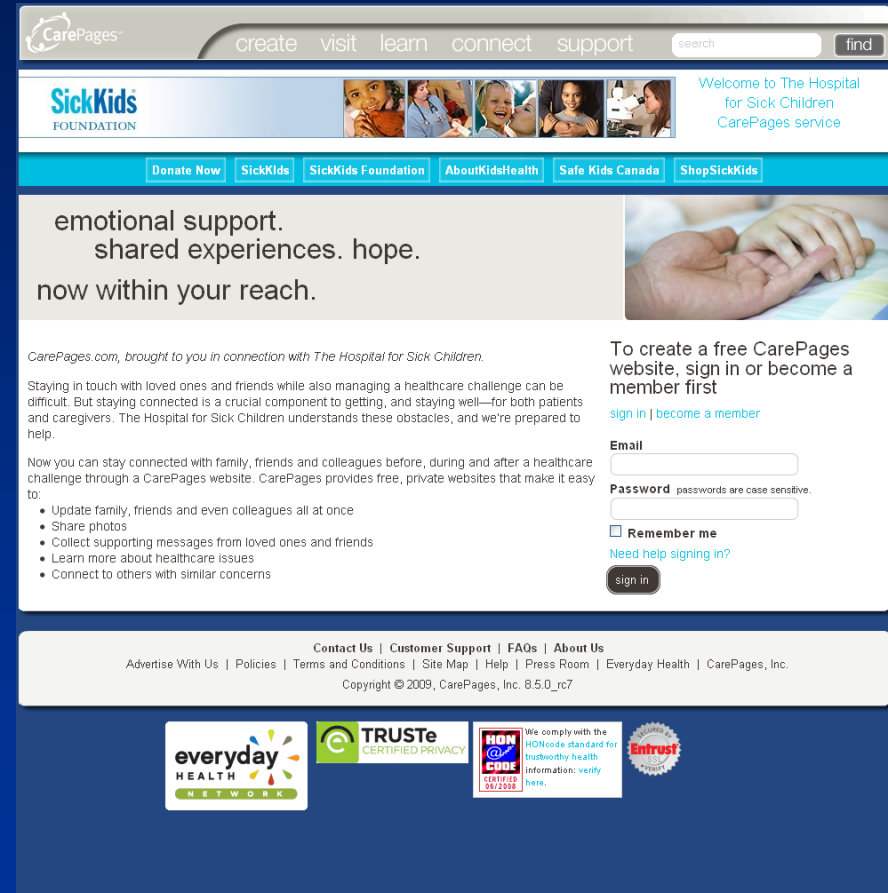
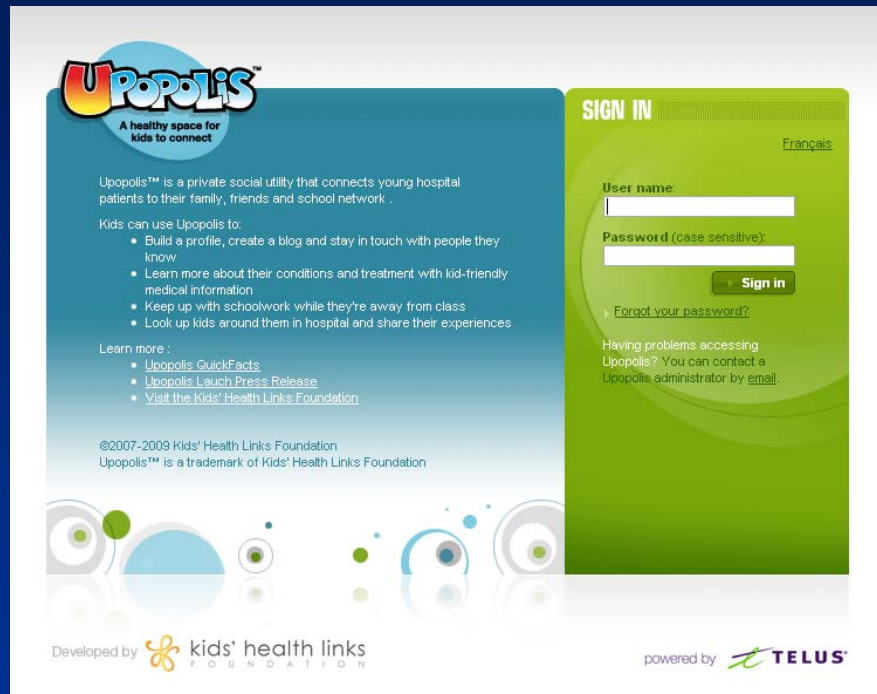
# Results: Patient-Provider Issues

- Anonymously check up on patients using publicly available profiles, review lifestyle choices, progress, activity or behaviour



# Results: Patient-Provider Issues

- Lack of onsite connectivity for patients and families



# Results: Patient-Provider Issues

- Families using harmful online support groups

facebook

HomeProfileFriendsInbox 5

Niraj MistrySettingsLogout

7A Survivors

Global

Basic Info

Type:Common Interest - Health & Wellness

Description:For those who survived 7A..

Both/Either the unit or day treatment..

Only a few of us know of it & most wish they never had.

We have survived everything thus far, let us continue as a sisterhood - surviving and conquering our battles that led us to 7A.


Contact Info

Email:veneta\_matta@hotmail.com, embaker36@hotmail.com

Office:[THIS] is our office

Location:Sick Kids

Toronto, ON



Request to Join Group

Share +

Group Type

This is a closed group. Members must be invited or approved by an admin.

facebook

HomeProfileFriendsInbox

Niraj MistrySettingsLogout

parents of sickkids 4D


Global

Basic Info

Name:parents of sickkids 4D

Category:Common Interest - Health & Wellness

Description:a place to keep in touch with other parents that have met at SickKids (all wards)



Share +



# Results: Patient-Provider Issues

- Maintaining professional boundaries & decorum:
  - Between staff and families
  - Amongst staff

facebook Home Profile Friends Inbox Niraj Mistry Settings Logout Search

You have a friend request.

**e-Patient** — 1 mutual friend  
Add to list... Confirm Ignore Send Message

**Patients??**

You have a friend request.

**Dr. Attending (I'm da boss)**  
Add to list... Confirm Ignore Send Message

**Staff?**

You have a friend request.

**R.N.**  
Add to list... Confirm Ignore Send Message

**Colleagues?**

**Requests**  
1 friend request  
1 mafia wars request  
1 cause invitation

**Suggestions** See All

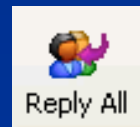
SickKids Nursing

# Results: Provider-Provider Issues

- Use of social media while on shift



- Corporate email overload



# Results: Provider-Provider Issues

- Lack of virtual collaboration between staff





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## Dr. Niraj Mistry

**Professional Information**

Title: Paediatric Resident  
Education: MD, University of Toronto 2007  
BSc, Hons., McMaster University 2003  
Skills: Likes Social Media research  
Can build transformer costumes  
Can read rat EEGs  
Calendar: [Click to see work schedule](#)

**Personal Information**

Relationship status: Married  
Favourite Sports: Volleyball, baseball, tennis

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# Conclusions

- To varying degrees staff are already exploring the use of Social Media tools for internal, external or patient care purposes
- Primum non nocere - “First, do no harm”
  - Respect your own, your colleagues and your patients’ privacy and confidentiality  
(ie. follow PHIPA, Professional bodies, University)

# Conclusions

Hospital-wide Administration  
Policy & Guideline

SickKids

Valid only on date printed: 2009-09-16 10:16. Discard immediately after use!

## Internet Acceptable Use

|                            |   |                               |                      |
|----------------------------|---|-------------------------------|----------------------|
| <b>Issuing Department:</b> | Information Services  | <b>Category:</b>              | Information Services |
| <b>Issuing Authority:</b>  | Daniela Crivianu-Gaita  | <b>Sub-Category:</b>          | Information Services |
| <b>Section Name:</b>       | Network   | <b>Publication Status:</b>    | Approved             |
| <b>Content Reviewer:</b>   | Gary Nero   | <b>Creation Date:</b>         | 2001-08-09 11:37     |
| <b>Additional Editors:</b> | Chris Robertson, Gary Nero, Daniela Crivianu-Gaita, Janice Campbell | <b>Last Modified:</b>         | 2008-09-22 11:16     |
| <b>Written By:</b>         | Daniel Guerin - Director, Information Services                      | <b>Review Committee Name:</b> |                      |

Original date of issue: circa 1992

Date of last revision: 2003-06-06

Changes made at last review: replaced Sick Kids with SickKids; minor rewording and simplification of some material; reorganization of some material

SickKids

## Social Media and External Audiences Guidelines

*For the purposes of these guidelines, social media are online tools that allow individuals and organizations to create a social structure (ie community) around (common/shared values, visions, ideas, financial exchange, friendships, business operations, professional exchange, etc.*

# Strategy