



Richmond County Medical Society
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Richmond University
Medical Center

invites you to the following Webinar Presentation

Managing Your Healthcare Team's Social Media Presence

Presented by:

Mark D. Ambrose, DNP, MBA, RN.,
MLMIC Risk Management Consultant

Wednesday, January 19, 2022
8:00 a.m. to 8:45 a.m.

There's no charge to attend. Please register via the link below:

https://mlmic.zoom.us/webinar/register/WN_lb1jcHnNTHCSEf2w_A7T9A

PRESENTATION DESCRIPTION

Using social media enables healthcare providers to better market their services and share important medical information with current and prospective patients. It provides new opportunities for building and maintaining physician-patient relationships. However, concerns associated with its use include advertising risks, breaches of patient confidentiality, inappropriate use and distraction in the workplace, and negative online posts and reviews by patients.

Learn how to optimize the benefits of social media while addressing its risks at Managing Your Healthcare Team's Social Media Presence. During this complimentary webinar, Mark D. Ambrose, DNP, MBA, RN., MLMIC Risk Management Consultant, will review the unique benefits and appropriate use of social media in healthcare. He will also address associated liability issues and offer strategies to minimize risks.

TARGET AUDIENCE

This presentation is designed for Physicians, Office Practice Administrators/Managers, Office Practice Staff, Nurse Administrators, Nurse Practitioners, Nursing Staff, Staff Development, Physician Assistants, and IT staff.

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