



MEDICAL SOCIETY OF THE COUNTY OF QUEENS

CORDIALLY INVITES YOU AND YOUR OFFICE STAFF

TO ATTEND THE

MSCQ OFFICE PRACTICE LECTURE SERIES

SOCIAL MEDIA IN HEALTHCARE

PRESENTED BY:

WILLIAM HASSETT, ESQ.

FAGER AMSLER KELLER & SCHOPPMANN, LLP

WEDNESDAY, AUGUST 15, 2018

MEDICAL SOCIETY OF THE COUNTY OF QUEENS

112-25 QUEENS BOULEVARD, 4TH FLOOR, SUITE 1

FOREST HILLS, NY 11375

8:30 A.M. – 9:30 A.M.

PRESENTATION DESCRIPTION

The use of social media by practices allows them to better market their services and share important medical information with current and prospective patients. However, there are a number of concerns associated with the use of social media, including advertising risks, breaches of patient confidentiality and inappropriate use. This presentation will review the unique benefits and appropriate use of social media in a practice. It will also address the associated liability issues and offer strategies to minimize the 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, Marketing and IT staff.

ADVANCE REGISTRATION IS REQUIRED.

Register at www.MSCQevent.org

There's no charge to attend, however space is limited.

Continental Breakfast will be served.

Event presented in collaboration with



Medical Liability Mutual Insurance Company