



## The Medical Society of the County of Queens

112-25 Queens Boulevard, 4<sup>th</sup> Floor

Forest Hills, NY 11375

Telephone: 718.268.7300 Fax: 718.268.6918

### **Councilor's Report November 2018**

#### **Society Updates**

##### **Past Events**

September 4<sup>th</sup>, 2018 - Risks of Internet Advertising

Presenter: Al Mercado, Esq. - Fager Amsler Keller & Schoppmann, LLP

The use of internet advertising provides physicians with a means to market the professional services they offer to potential new patients in a timely and cost-effective manner. However, there are associated risks and violations with advertising online. This presentation will review the pitfalls of internet advertising, the associated liability issues and offer strategies to minimize the exposure.

August 15<sup>th</sup>, 2018 – MLMIC Office Practice Lecture Series  
SOCIAL MEDIA IN HEALTHCARE

Presenter: William Hassett, Esq., Fager Amsler Keller & Schoppmann, LLP

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

**All Internet & Social Media Lecture Series, sponsored by MLMIC.**

##### **Save the Date**

November 6<sup>th</sup>, 2018 @ 7:30 PM – On this date, the Society will celebrate *Family History Awareness Month* with a presentation by Dr. Jennifer Reich – “Understanding Your Patient’s Risk of Developing Hereditary Cancers” presentation sponsored by Myriad Women’s Health.

November 28<sup>th</sup>, 2018- Venue TBD - First District Branch Meeting - on Wednesday

Monday, May 13<sup>th</sup>, 2019 @ 6:00 PM - the 212<sup>th</sup> Annual Gala & Physician’s Expo - At Russo’s on the Bay, 162-45 Cross Bay Boulevard, Howard Beach, NY 11414

##### **Respectfully Summited by**

Councilor, Saulius J. Skeivys, MD, and  
Evangeline Rosado-Tripp, ED, October 22<sup>nd</sup>, 2018