

# Maintaining Professional Boundaries: *It's In Your Hands*

Terry Pope, MSN, RN, NPD-BC

Nursing Institute for Continuing Education

[tpope@nicefornurses.com](mailto:tpope@nicefornurses.com)



# The Social Media Revolution



# Use of Social Media

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- 87% of nurses use social media platforms
- 95% of healthcare organizations permit nurses to access online resources for clinical information.
- 65% of respondents said they use a mobile device at least 30 minutes per shift.
- 86% said they follow healthcare issues on social media outside of work.

# **Ohio Revised Code 4723-28-31**

**The Ohio Board of Nursing may impose sanctions for failure to establish and maintain professional boundaries with a patient.**

# Professional Boundaries

- **What is a professional boundary?**
- **Why are professional boundaries important?**

**Professional boundaries are the spaces between the nurse's power and the patient's vulnerability.**

- National Council of State Boards of Nursing, 'A Nurses Guide to Professional Boundaries'

# **Standards of Nursing Practice**

## **Promoting Client Safety**

### **OAC 4723-4-06 (I)**

**A licensed nurse shall delineate, establish, and maintain professional boundaries with each patient.**

# Standards of Nursing Practice

## OAC 4723-4-06(Q)

A nurse shall not use social media, texting, emailing, or other forms of communication with, or about a patient, for non-health care purposes or for purposes other than fulfilling the nurse's assigned job responsibilities.



# **Standards of Nursing Practice**

## **Promoting Client Safety**

### **OAC 4723-4-06(K)**

A licensed nurse shall not:

- (1) Engage in behavior that causes or may cause physical, verbal, mental, or emotional abuse to a patient.
- (2) Engage in behavior toward a patient that may be reasonably interpreted as physical, verbal, mental, or emotional abuse.

# Standards of Nursing Practice Promoting Client Safety OAC 4723-4-06(L)

A licensed nurse shall not:

- (1) Engage in behavior to seek or obtain personal gain at patient's expense.
- (2) Engage in behavior that may be reasonably interpreted as behavior to seek or obtain personal gain at patient's expense.

# Standards of Nursing Practice

## OAC 4723-4-03(H)

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The registered nurse shall communicate patient information with other members of the health care team for health care purposes only, **shall access patient information only for purposes of patient care, or for otherwise fulfilling the nurse's assigned job responsibilities, and shall not disseminate patient information for purposes other than patient care, or for otherwise fulfilling the nurse's assigned job responsibilities, through social media, texting, emailing or any other form of communication.**

# Risks of Social Networking

- 1. Unintentional exposure of patient information**
- 2. Privacy/confidentiality violations**
- 3. Employer follow up actions**
- 4. HIPAA Violations**
- 5. Sanctions/loss of license**

# **Rule of Thumb When Posting**

**Would I be comfortable with this post  
being shared in a public forum with  
my employer, patients, and  
colleagues?**

# 6 Tips to Avoid Problems

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1. Remember that standards of professionalism are the same online as in any other circumstance.
2. Do not share or post information or photos gained through the nurse-patient relationship.
3. Don't seek or allow personal online relationships with patients.

# 6 Tips to Avoid Problems

4. Vent your frustrations about your job in private.
5. Do not take photos or videos of patients on own personal devices
6. Promptly report a breach of privacy or confidentiality

**Source: National Council of State Board's of Nursing**

# Outcomes to Consider

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- ✓ Information can take on a life of its own, inaccuracies soon become 'fact'
- ✓ Patient privacy can easily be breached
- ✓ The public's trust of nurses can be compromised
- ✓ Individual careers can be undermined and or ruined.




# Prevention of Disease Transmission

## OAC 4723-20-02

During the delivery of healthcare, nurses shall be familiar with, observe, and rigorously adhere to acceptable and prevailing standard precautions to minimize being exposed to or exposing others to disease causing agents and prevent infection, including at least the following:





# Prevention of Disease Transmission

## OAC 4723-20-02

- Appropriate use of hand hygiene
- Appropriate use of respiratory hygiene
- Effective disinfection and sterilization of equipment;
- Safe injection practices; Safe handling and disposal of needles, other sharp instruments;
- Safe handling and disposal of blood and body fluid; and
- Appropriate use of personal protective equipment....



# Nurses Ranked #1: 20<sup>th</sup> Consecutive Year

- 81% of Americans rated the honesty and ethical standards of nurses as 'very high' or 'high'
- #2 Physicians - 67%
- #3 Grade school teachers - 64%

# Stay Informed

**Website: [www.nursing.ohio.gov](http://www.nursing.ohio.gov)**

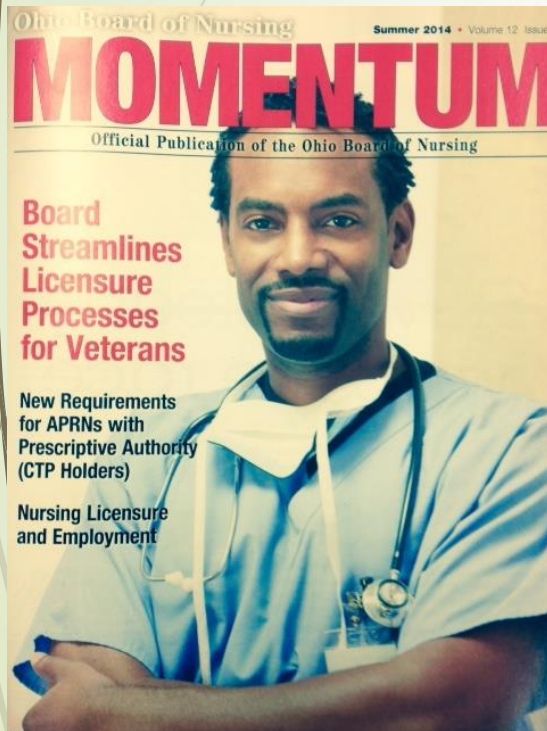
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## Questions? Comments?

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