



## **Online and Social Media Policies and Procedures**

### **Please Read - Important**

We believe that the opportunities presented through social media are wonderful as they create a closer relationship with patients than available through media in the past. However, these opportunities present some challenges and responsibilities that deserve clarity for the benefit of patient and provider alike. Because of this, The Healing Sanctuary has outlined the following policies and procedures:

1. The Healing Sanctuary will make regular and obvious efforts to communicate and engage the public online and in social media platforms that are consistent with our business needs and patient interests.
2. The Healing Sanctuary may offer special offers and educational information on these platforms for the benefit of our patients and the general public.
3. Conversations online and in social media platforms will not divulge Personal Health Information, in accordance with HIPAA guidelines. Because of this, patients may be referred to have a private conversation with a Healing Sanctuary staff member or physician because of the constraints a public setting presents.
4. In the event that a patient is unwilling to engage in private conversation, we are limited by law in what we can say in public about the patient/provider relationship.
5. Both patient and provider are bound by law to speak truthfully about the patient/provider relationship or risk defamation of the other party as defined in Idaho state law. This applies to any oral, written, or online statements. Penalties can be severe for those found to have engaged in defamation.
6. It is our goal to be responsive and accessible whenever and wherever possible. If you feel that your needs are not being met by our staff, we encourage you or any patient to please contact our office manager for proper resolution of any questions or concerns.

\_\_\_\_\_ Initials

\_\_\_\_\_ Date