

Protect Your Online Reputation

A free Continuing Medical Education (CME) course. Earn 1 *AMA PRA Category 1 Credit*[™] with ethics



Contact Karen Kollar at TMA at (512) 370-1448 or karen.kollar@texmed.org to schedule this free CME presentation.



Schedule this FREE CME course for your CMS members today!



Physicians Caring for Texans

About the Program

Regardless of whether physicians want to be “on the internet,” chances are they and their practice are being discussed online. Physician rating sites dominate the first page of search results when a physician’s name is Googled. Many physicians are unaware of the various ways to build and maintain their practice and professional reputation online — and most are unsure of how to respond to negative online reviews. Physicians have the added responsibility of protecting patient information. This presentation is primarily for physicians who have little professional experience using social media. The course will educate the attendee on how to use the web to build a positive online reputation, while at the same time caring for and protecting their patients.

Course Objectives

Upon completion of the program, participants should be able to:

- Identify ways to build and maintain their practice and professional reputations online,
- Demonstrate the ability to effectively respond to negative online reviews, and
- Apply risk and compliance measures to protect patient information.

Presented by TMA Communication Staff

Continuing Medical Education The Texas Medical Association is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians. TMA designates this live activity for a maximum of 1 *AMA PRA Category 1 Credit*[™]. Physicians should claim only the credit commensurate with the extent of their participation in the activity. The Texas Medical Association designates this activity for up to 1 hour in the area of ethics and/or professional responsibility education.

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