The Embodiment of a Professional

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Defining (E)Professionalism

- Professionalism:
  “...any group sharing a special body of knowledge, standards of education and practice, and an ethical framework based on a social contract that permits self-regulation”
  (Saultz, 2007)

- E-Professionalism:
  “The attitudes and behaviors (some of which may occur in private settings) reflecting traditional professionalism paradigms but manifested through digital media”
  (Cain & Romanelli, 2009)
Professionalism Is:

- Building Trust
- Patient = Priority
- Remedy for Shortcomings
- A process....not an end point

(Knopp, 2006)
How Do We Teach & Learn Professionalism?

(Cruess & Cruess, 2006)
Examples of Explicit Information from Student Handbook

- In small groups, find the following information from the Division's Student Handbook

- What are the two different types of “Student Health Leave of Absence”?

- What type of professional attire is expected when students have classes in settings away from campus?

- How many different student leadership organizations are recognized at the Chan Division?

- What is the Chan Division Policy on Attendance and Exams?
Threats to E-Professionalism

➢ Excessive self-disclosure
➢ Violation of relationships
➢ Persistence
➢ Search-ability
➢ Replicability
➢ Invisible audiences
➢ Online reputation
➢ “Permanent” digital fingerprint
Navigating Scenarios in a Virtual Environment

- Example of negative consequences

  - Why did the nurse believe this would not be a problem?
  - What are the possible problems with her post?
  - What can be learned from this situation?

"New York Med" nurse Katie Duke was fired for posting a scene from the emergency room on her Instagram page.
Navigating Scenarios in a Virtual Environment

- Example of negative consequence

Cisco just offered me a job! Now I have to weigh the utility of a fatty paycheck against the daily commute to San Jose and hating the work.

Who is the hiring manager? I'm sure they would love to know you will hate the work. We at Cisco are versed in the web.
Digital media are not an intrinsic threat to medical professionalism. Professionals should use digital media for positive purposes in ways that support principles of patient care, compassion, altruism, and trustworthiness. Professionals should be aware of the shaping nature of their relationships with digital media and they should maintain the capacity for deliberate, ethical, and accountable practice when using them.

(Ellaway et. al., 2015)
Navigating Scenarios in a Virtual Environment

- Example of positive consequences

A thoughtfully created online image can lead to professional recognition and potentially financial gain.
In Small Groups….

- Find 3 examples of negative consequences of the use of social media in healthcare/OT
- Find 3 examples of positive consequences of the use of social media in healthcare/OT online
- Find an OT influencer online. What do you like about their posts? Dislike?
- Review the Chan Division Social Media Guidelines in the Student Handbook.
  - Which Chan Division employee should be notified if a Chan Division student group would like to establish a social media page?
Evidence-Based Recommendations

- Explicit teaching
- Online image = reality
- Maintain professional relationships
- Respect privacy & bandwidth
- Exercise restraint
- Know the privacy settings
- Social media name should not include employer’s logo
- Be responsible and accountable
- Follow workplace or school guidelines and policies (i.e. photography, videos, patient protections)
- Use a disclaimer
- Do not share proprietary or confidential information
- Caution with endorsements
- Social media should not interfere with work/school

Mayo Clinic, Yap & Tiang (2014), Joyce (2011)
In considering a post to any social media site think about how it would reflect on you, the Division, or USC if it became widely known among students and faculty.

Read and understand the site’s privacy settings to maintain control over who can access your profile.

BE CAREFUL WITH WHAT YOU POST: NOTHING IS PRIVATE!!!

Potential employers can check out your posts for communication, behaviors related to professionalism, etc...

NEVER post anything about a patient/client, family member, or patient care. Remember HIPAA.

Academic integrity needs to be upheld, even when using social media!!!
**Ellaway’s Framework**

<table>
<thead>
<tr>
<th>Proficiency</th>
<th>Reputation</th>
<th>Responsibility</th>
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<tbody>
<tr>
<td>Professionals should</td>
<td>Professionals should not</td>
<td>Model positive and effective digital behaviours to others.</td>
</tr>
<tr>
<td>Establish and maintain appropriate competence in selecting and operating</td>
<td>Waste time and resources by being unprepared for the professional use of</td>
<td>Maintain appropriate professional boundaries in communicating with and about</td>
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<td>the technologies they use.</td>
<td>digital media.</td>
<td>their patients.</td>
</tr>
<tr>
<td>Be mindful of security, confidentiality, accuracy, and clarity in information</td>
<td>Make public anything that they would not be comfortable defending in a court</td>
<td>Engage in illegal or inappropriate behaviour in any digital medium.</td>
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<tr>
<td>they create and use.</td>
<td>of law or in front of a disciplinary panel.</td>
<td></td>
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<tr>
<td></td>
<td>Forget that what happens online stays online, potentially for ever.</td>
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<tr>
<td>Professionals should not</td>
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</tr>
<tr>
<td>Waste time and resources by being unprepared for the professional use of</td>
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<tr>
<td>digital media.</td>
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<td>Treat healthcare data with any less regard than they would treat the</td>
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<td>patients from whom it came.</td>
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(Ellaway et. al., 2015)
Embodying a Positive Online Professional Image

➢ Balance between positive and negative effects of having an online identity

➢ Benefits of a carefully crafted “brand” online

➢ Awareness of the consequences

(Wissinger & Stiegler, 2018)
Individually and in Small Groups….

- Individually
  - Review the last 5 posts on each of your social networking sites, and determine if each post sends a positive or negative image to employers, colleagues, and patients (regardless of whether or not the posts are private)

- In small groups
  - Locate the privacy settings on at least two social networking sites
  - Discuss what steps you can take to limit or expand who can view your information based on your goals for your digital brand
Student Handbook Agreement Form

- Please complete the review of the handbook, and sign the Agreement Form (last page of the handbook).
  - [https://chan.usc.edu/students/academic/handbooks](https://chan.usc.edu/students/academic/handbooks)
  - Bachelor of Science (BS) and Entry-Level Professional Doctorate (OTD) Degree Programs in Occupational Therapy

- Submit to EXXAT.

- This will become part of your student record.

- Deadline: **Friday, September 30, 2022**
Ethical Awareness

- Recent numbers for the Occupational Therapy Association of California (OTAC) – as of June 30, 2022
  - Over 18,000 OT practitioners in CA
  - 2739 OTAC members
  - 1,616 are STUDENTS (59%)
  - 1,095 are practitioners (40%)
  - 28 (retired, honorary, associate, corporate)
  - This means there are well over 16,905 OT practitioners who are NOT members!!!!

- Recent numbers for the American Occupational Therapy Association (AOTA) – as of June 3, 2021
  - ~238,000 OT practitioners in the U.S.
    - (70% OTs and 30% OTAs)
  - 63,400 AOTA members
  - 27,896 STUDENTS represent 44%
  - 35,504 practitioners represent 56%
  - This means there are about 202,496 OT practitioners who are NOT members!!!!
AOTA & OTAC Membership Requirement

- [www.aota.org](http://www.aota.org) -- STUDENT MEMBER
- [www.otaconline.org](http://www.otaconline.org) -- STUDENT MEMBER
(Los Angeles is Region 2)
Deprofessionalization

Direct Threats to Occupational Therapy

- Athletic Trainers
- Behavior Analysts
- Physical Therapists
- Audiologists
- Speech & Language Pathologists
- Developmental Therapists
- Optometrists
- Orthotists & Prosthetists
- Physicians
- Recreational Therapists
“Occupational therapy maximizes health, well-being, and quality of life for all people, populations, and communities through effective solutions that facilitate participation in everyday living.”
What We Must Do to be Professional

- Teach professional advocacy
- Institutional support
- Develop Professional Identity
- Opportunities throughout the entire curriculum (attending conference, leadership awards, leadership roles in the Division)
- Learn from our role models: they deliver the intangibles
- Faculty development – an exciting feature of the OT program at USC!
- Feedback to students & evaluation of learning
Leadership Opportunities in the Division

https://chan.usc.edu/people/student-organizations

- Occupational Therapy and Science Council (OTSC)
- Engage at OT House
- COTAD chapter of USC (Coalition of Occupational Therapy Advocates for Diversity)
- Asociación Hispanohablante de Terapia Ocupacional (Spanish-speaking Occupational Therapy Association)
- Pi Theta Epsilon (PTE)
- USC Student Run Clinic
- Diversity, Equity, and Access (DEA) Committee
- OTs for OuTreach
- Global Initiatives
- Leadership Awards for AOTA & OTAC Conferences, Capitol Hill Day, Student Conclave
- Student Worker Positions
“Professionalism is heart, mind, and soul.”

(Wood, 2004)