



International Federation for the Surgery
of Obesity and Metabolic Disorders

XXVI IFSO WORLD CONGRESS

**OF BARIATRIC
& METABOLIC SURGERY**



XXXI CONGRESSO NAZIONALE

NAPLES, ITALY

AUGUST 30-SEPTEMBER 1, 2023

Congress President: **Prof. Luigi Angrisani**



Ethics in social media ¿which
advertising can currently
be considered adequate?

Luciano Poggi MD

General and Bariatric Surgery
British American Hospital

Member of the National Ethics Committee- Peruvian Medical College
Associate professor of Surgery Universidad Peruana Cayetano Heredia

*Reputation is an idle and most false imposition;
oft got without merit and lost without
deserving.*

William Shakespeare (**Othello** 2.3.266-268)

ETHICS

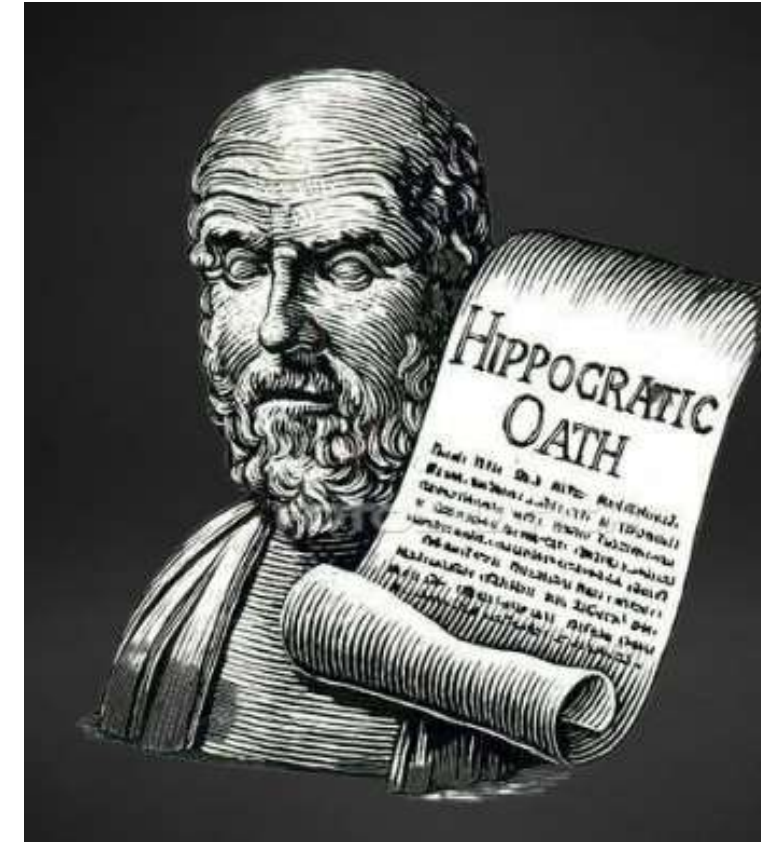
Ethics - signifies moral values

Medical ethics – moral principles for registered medical practitioners in their dealings with each other, their patients and state

Ethics Committee—primarily advisory. To guide, to give insight.

ETHICS: Hypocratic OATH

- ...I will apply, for the **benefit of the sick**, all measures [that] are required, avoiding those twin traps of **overtreatment** and **therapeutic nihilism**...
- ...I will not be ashamed to say "**I know not**", nor will I fail to call in my colleagues when the skills of another are needed for a patient's recovery...
- ...I will respect the **privacy of my patients**, for their problems are not disclosed to me that the world may know...



FOUR BASIC PRINCIPLES OF MEDICAL ETHICS

AUTONOMY: inform the patients and respect their decision.

BENEFICENCE: **Act in the best interest of the patient.** Surgeons rely on technology, from diathermy to the operating room lights. The conscientious surgeon should thus ensure that the equipment is functioning and reliable.

NON MALEFICENCE: Ability of surgeon to exercise sound judgment and **recognizing the limits of one's professional competence**

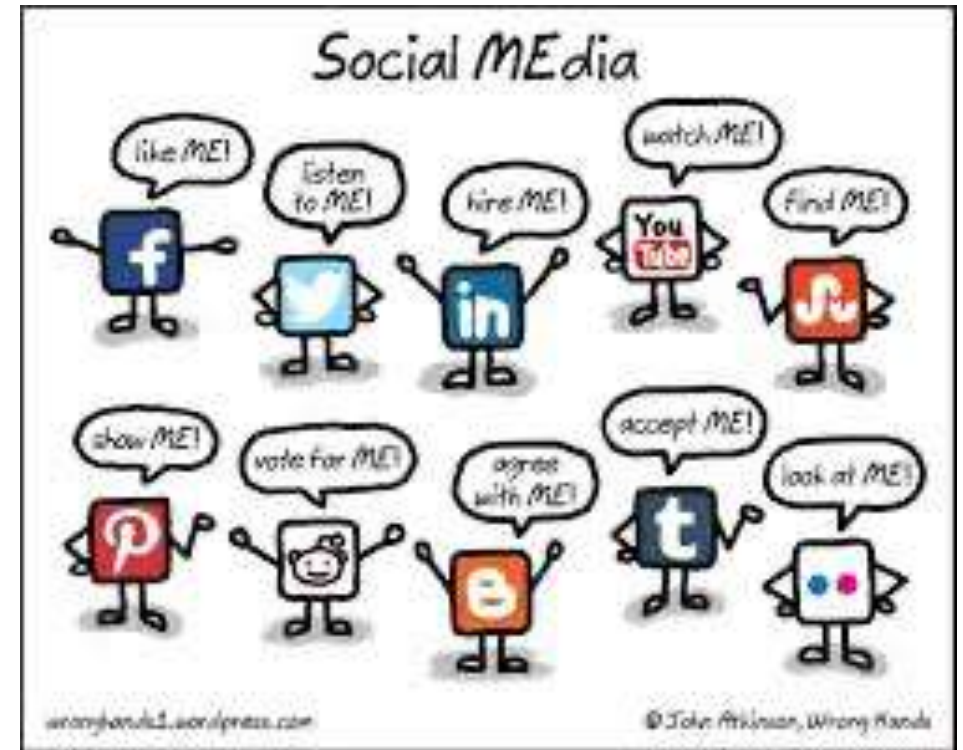
JUSTICE: **Fairness and equality.**



Social Media guidelines

- American College of Surgeons
- American Medical Association
- Uk General Medical Council
- Federation of Medical State Boards
- Australian Medical Association and New Zealand Medical Association
- Canadian Medical Association
- Canadian Federation of Medical Students
- British Medical Association

Doctors should behave the same in or out the social media



Marketing in Social Media

- Marketing has been forbidden for doctors until 1975 when the American Medical Association accepted it in the USA.
- Some physicians and non physicians stated that doctoring—like any trade—would become better and cheaper if incited by competition. **DELUSION**
- Physician advertising has neither augmented the quality or diminished the cost of health care.
- Advertisement has eroded medical professionalism by denying doctors the right to enforce ethical boundaries between themselves and the “let the buyer beware” world of business.



Advertising in Social Media

- The *doctor/patient relationship*, the cornerstone of medicine, ***is endangered*** as physicians continue to cast forth the self interested lure of advertisement.
- The only group that has always embrace how the market works were popularizers, alternative healers, and quacks.
- *Medicine* has in the past been regarded as the *epitome of professions...* professional behavior is internally *anchored by enforced* ethical principles... **one individual in society who is *not trying to sell you anything***



¿Do you trust a Salesman?



Advertising in Social Media

- Although doctors certainly have financial interests in their work, **advertising** can make this interest so palpable and conspicuous that it **may compromise the trust** on which doctors and patients rely.
- Physician **advertising** could **manipulate the choice** by presenting limited and biased information that aims to **entice rather than inform**.



Peruvian Ethic Guidelines

Ethic Guidelines changed in 2023. Current version has 5 articles about Advertising (prior only 3)

Art. 72° Los médicos no están impedidos de dar a conocer al público el tipo y calidad de servicios que prestan en beneficio de la salud, pero sus anuncios deben mostrar un equilibrio entre la **objetividad y veracidad** de los datos presentados y la seriedad y ponderación inherentes al valor social de la profesión médica.

Art. 73° **El médico está prohibido** de participar en publicidad en medios de comunicación masiva que promocionen servicios médicos o quirúrgicos, la **venta de productos médicos o relacionados con la salud que no estén validados científicamente**, así como en cualquier tipo de exhibición, campaña o propaganda de información carente de sustento científico, que pueda generar interpretaciones erróneas **o expectativas engañosas** en el público, y que atenten contra el decoro profesional.

Art. 74° Los médicos que participen en programas radiales, televisivos o por otros medios de comunicación social, orientados a difundir los avances de la medicina y educar a la población en cuestiones de salud, deberán proceder con claridad, objetividad, honestidad y prudencia y, si les fueron planteadas

Peruvian Ethic Guidelines

consultas, absolver estas con respuestas de carácter general, sin ofrecer esquemas terapéuticos concretos, orientando siempre al usuario hacia los servicios y los profesionales adecuados en función del problema médico consultado.

Art. 75° El médico **no debe utilizar** en sus anuncios publicitarios ni en las redes sociales **testimonios de pacientes que expresen su agradecimiento** por la atención recibida, debiendo mantener la confidencialidad y la privacidad de la atención médica. Asimismo, debe abstenerse de exponer a los pacientes a situaciones que afecten su dignidad.

Art. 76° El médico asistencial y/o el que participa en la gestión de las instituciones que brinden servicios médicos **no deben promocionar o publicitar sus servicios profesionales en base a precios, promociones económicas o por intercambio de otros servicios**, ni utilizar y/o contratar personas con el fin de inducir o convencer a pacientes para que soliciten sus servicios.

Patients are not consumers in search of a commodity.

- So, what advertising is inappropriate?
 - Any ad that is trying to sell you something.
 - Any ad/ post that will expose patient's privacy and confidentiality.
 - Any ad that could create unrealistic expectations (before and after).
 - Any ad that will expose human anatomy without educational purposes.
-

¿Do you trust a Salesman?



CAR SALE PROMO

25% DISCOUNT

STARTING FROM
\$49,099

ORDER NOW!
www.carcompanywebsite.com



YOUR COMPANY PRESENTS

CAR FOR SALE

GET YOUR DREAM CAR

NEW PRICE
\$25,000

DIAMOND MALL,
203 MAIN STREET,
YOUR CITY



✓ ¡HASTA 30% DE DESCUENTO EN MANGA

G... See more

EL DR.

VUELVE A ESTAR CERCA DE TI

Manga Gástrica

Con todo el **Protocolo Avendaño** que nos caracteriza

Clinica bariátrica con 0% de mortalidad

Desde **S/ 14,900.00**

Sujeto a evaluación, IMC y disponibilidad

MESSANGER

Más información aquí

Send message

CAR SALE PROMO

25% DISCOUNT

STARTING FROM **\$49,099**

ORDER NOW!
www.carcompanywebsite.com

YOUR COMPANY PRESENTS

CAR FOR SALE

GET YOUR DREAM CAR

NEW PRICE **\$25.000**

DIAMOND MALL,
203 MAIN STREET,
YOUR CITY



PROGRAMA TU CIRUGIA ESTE MES Y **BENEFICATE**



CAMPAÑA DE CIRUGÍA BARIÁTRICA



S/. 12.000

TODO
INCLUIDO



SOLO MES DE DICIEMBRE

INCLUYE LAS CONSULTAS PRE Y POST-OPERATORIAS, EXÁMENES PRE-QUIRÚRGICOS (BÁSICOS) CIRUGÍA, HOSPITALIZACIÓN, SEGUIMIENTO NUTRICIONAL

AGENDA TU CONSULTA GRATUITA

0974 763 220



1.com



EN CIRUGÍA BARIÁTRICA
POR CAMPANA NAVIDEÑA

¡DESCUENTO ESPECIAL!

DESCUENTO ESPECIAL

EN CIRUGÍA BARIÁTRICA
POR INICIO DE AÑO

THE **LABOR DAY** EVENT

7 NEW TOYOTA MODELS

AS LOW AS: **3.99%** **FOR 48** **APR** **MOS.***

ACT NOW ▶

*48 monthly payments of \$22.57 for every \$1,000 financed. Example 10% down. Terms available on approved credit. For only very well qualified customers/lessees through participating Toyota dealers and Toyota Financial Services (TFS) on 2023 B24X, 2023 Camry Gas (excludes TRD), 2023 Corolla Gas/Hatchback (excludes Cross), 2023 Highlander Gas, 2023 RAV4 Gas (excludes Prime), 2023 Tacoma (excludes TRD Pro). Plus tax, title, license, and \$799 dealer doc fee. Offer expires 9/5/23.

Mother's day



Before and after



PROMO DÍA DE LA MADRE
TODO EL MES DE MAYO
PAQUETES ESPECIALES PARA FAMILIARES

CONTACTANOS
📞 974298773-992914565
📍 Clínica Emmet, Av. Emmet 125 -5to piso

MANGA GÁSTRICA



Reduce hasta el
100%
de tu exceso de peso

Unrealistic expectation

Avalado Internacionalmente
Sub-Especialista en Cirugía y
Endoscopia Bariátrica y Metabólica.



Questionable Certification

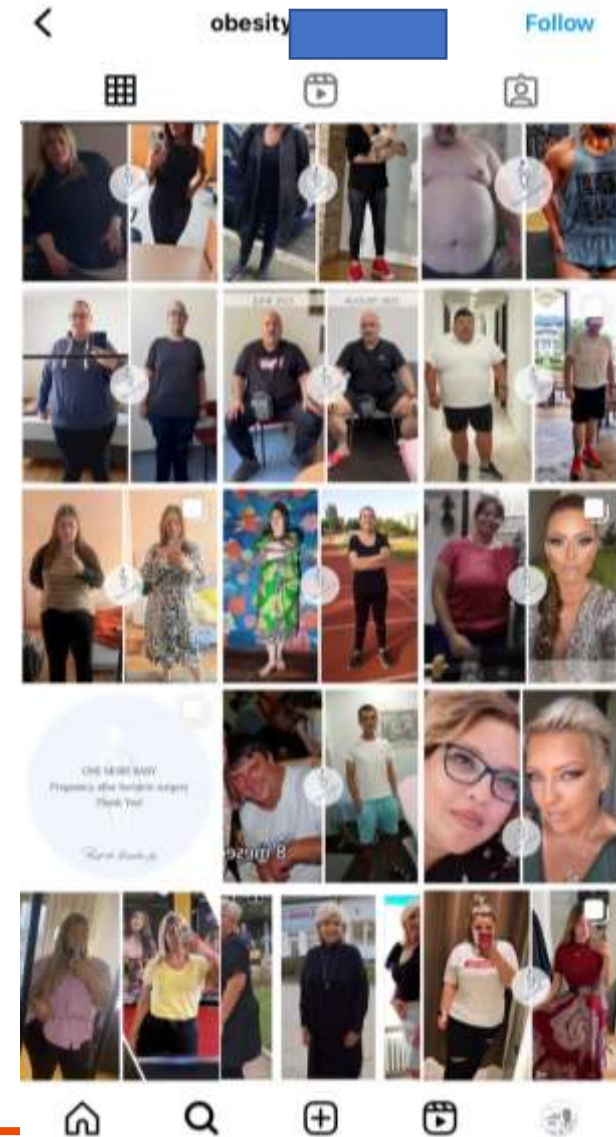


CLINICA ANGLÓ AMERICANA

Before and After

- If you do, emphasize the impact in the patient life, not in how the patient looks or how much weight the patient lost.
- It should not be your only mean of communication.
- The patient can make a testimony by his/her initiative and tag you.

In Peru it is forbidden.



Picture or Video

- Before and After can be misleading and actually create unrealistic expectations: **Not recommended.**
- Before and after pictures are shown when there are esthetic implications (visible tumors or cosmetic results).
- Otherwise these pictures are not that common in other diseases.

¿Are we creating more stigma to Obesity?



The advertisement features four pairs of 'before and after' photographs of women. The top-left pair shows a woman in a blue striped shirt and jeans on the left, and a slimmer woman in a grey leotard on the right. The top-right pair shows a woman in a black leotard on the left, and a slimmer woman in a brown leotard on the right. The bottom-left pair shows a woman in a white lace dress on the left, and a slimmer woman in a yellow top and white pants on the right. The bottom-right pair shows a woman in a white top on the left, and a slimmer woman in a yellow top and white pants on the right.

CAMPAÑA
EN LA CIUDAD DE LIMA
mes de mayo

RESERVA TU CITA AL:
974298773

26 Y 27

Nutricionista y psicóloga a su disposición

Live Surgeries

- Can potentially increase the risk of a procedure: **Not recommended.**
- Surgeries performed even during educational meetings have higher morbidity and reoperations rate.



Woman says dancing doctor left her disfigured while making music video during surgery | WSB-TV

9.1M views · 5 years ago



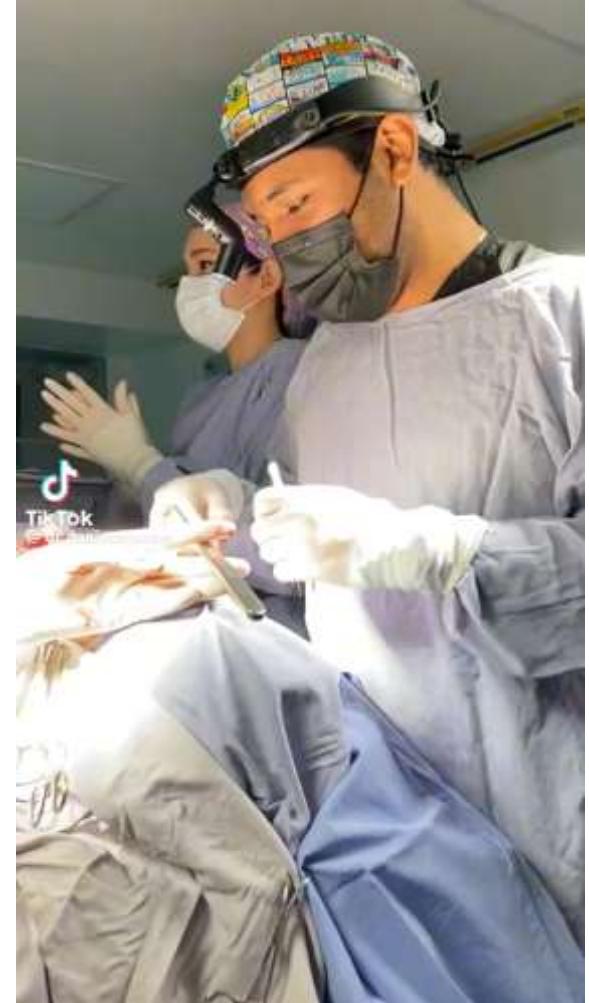
A woman, who was unconscious on the table as her surgeon sang and danced over her, said she never gave the doctor...

From the video description



Other questionable situations

- **NOT RECOMMENDED:** In the operating room, while operating or doing any procedure or in working areas/clinic.



Ohio plastic surgeon who livestreamed patient operations on TikTok has state medical license revoked permanently



By Rob Frehse and Maria Sole Campinoti, CNN

Updated 6:11 AM EDT, Fri July 14, 2023



- The board said in its notification to her that it had determined her “continued practice presents a danger of immediate and serious harm to the public”.
- She said she made social media videos because she loved teaching and wanted to explain cosmetic surgery to people outside of the medical field, according to the Times.
- **“...But, as I stand here today, I see how many of those videos appeared silly and unprofessional...”**

Other questionable situations



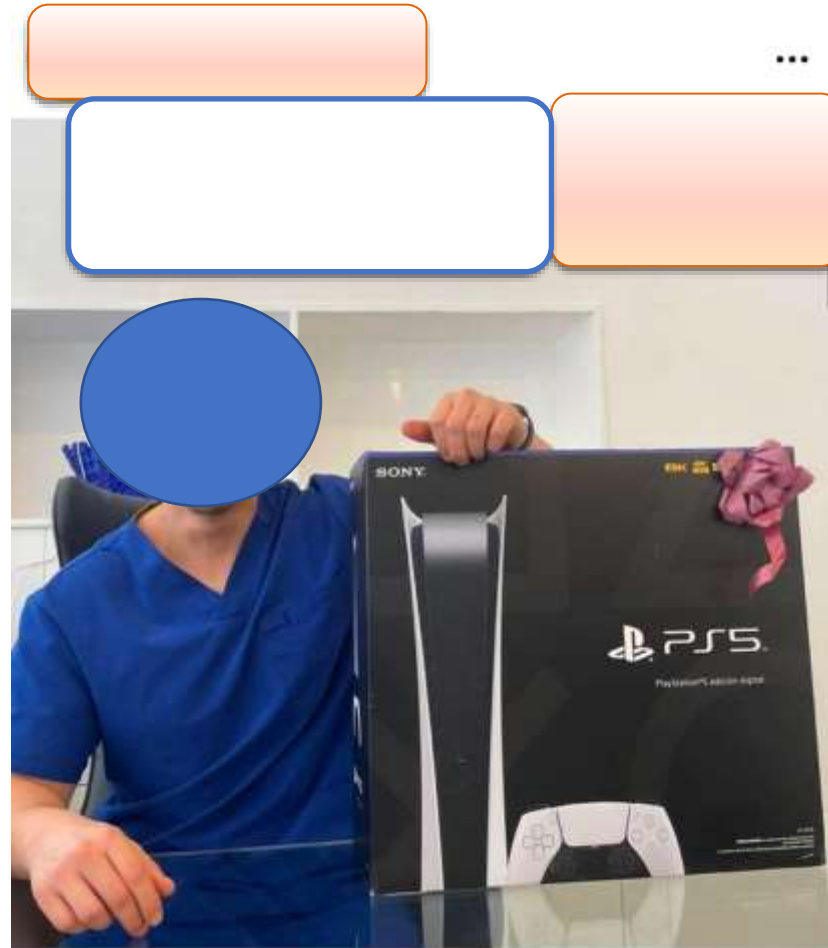
GI doctors dancing during a meeting





Other questionable situations

- **Give away:** No (it is another marketing hook)



Les gusta a alejosmcp y 1,993 más

ORTEO PARA DESPEDIR ESTE 2020!

Inicia el año con un súper premio
🌟 UN PLAY STATION 5 🎮 🌟

👁️ ¿Cómo participar?

1. Comparte esta publicación en tus historias de Instagram y etiqueta mi cuenta. (Si tu perfil está en privado, envíame una captura de la historia que subiste)
2. Dale "Like" a mi página de Facebook y sígueme en Instagram.
3. Etiqueta a 4 amigos en los comentarios y cuéntanos cuál es tu videojuego favorito.

📎 El sorteo se realizará el próximo 20 de enero.

¡Mucha suerte! 🍀

Other questionable situations

Doctor answering questions with a CAT FILTER

Physician should act in social media in the same way they do it outside.

Physicians must recognize that *actions online* and content posted *may negatively affect their reputations* among patients and colleagues, *may have consequences for their medical careers* (particularly for physicians-in-training and medical students), and can undermine public trust in the medical profession

DIGITAL FOOTPRINT



Other questionable situations

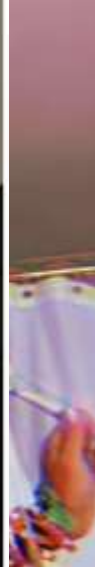
Personal Life (drinking, partying, smoking, beach, pool, etc): avoid/ NO

'I'm a doctor
unprofessional'



She says medical professionals can wear whatever they want (Image: pantsare4losers/Instagram)

calls call me
partying'



Instagram's 'hottest doctor' called out for partying maskless on boat



Mikhail Varshavski seen partying maskless in Miami.

What is the profile of these physicians

- Usually young surgeons. (Great topic for Young IFSO).
 - With or without bariatric surgery fellowship.
 - Hospitals with low capacity for complications resolution.
 - Almost 100% the advertising is for sleeve gastrectomy.
-

OBESITY POLITICAL SITUATION

- In developing countries, where inappropriate advertising happens the most, Obesity is not cover by insurances or national health plans.
- This constitutes an incentive and opportunity for physicians to reach for potential patients through advertising and profit from cash pay patients.
- This is a system with a **PERVERSE INCENTIVE** that can blind us.
- Make no mistake, we all want to prosper.



¿But at what cost?



"Of course the procedure is necessary. My Porsche isn't going to pay for itself."

Recommendations

- Read your ethics code.
 - We need to stay connected and focus: talk with your marketing team and provide instructions.
 - Question yourself about what you are sharing and beware that a new era is coming.
 - It is a good time to think about it and share it with your colleagues, medical/surgical boards or any other authority.
-

Last thoughts

Lack of professionalism and poor judgement are usually related or attributed to disruptive behavior in the medical field. This can be use against you in potential lawsuit of ethic complain.

It is the responsibility of country/state medical board to protect the public from licensed medical practitioners.



Future Directions

- Organize meetings to discuss ethics in Social Media in your institution with your medical students, residents, fellows, etc.
- Evaluate the possibility of creating IFSO advertising/marketing guidelines.
- I think we can be better for our patients. It will never be acceptable to chase clout at the expense of a patient safety or comfort.





Ethics in social media ¿which
advertising can currently
be considered adequate?

Luciano Poggi MD

General and Bariatric Surgery
British American Hospital

Member of the National Ethics Committee- Peruvian Medical College
Associate professor of Surgery Universidad Peruana Cayetano Heredia



International Federation for the Surgery
of Obesity and Metabolic Disorders



XXXI CONGRESSO NAZIONALE