

## Outline

### Nothing as Practical as a Good Theory

How theories of ethical decision-making inform practice  
What's your ethical theory? (And yes, you do have one)  
Consequentialism, Deontology, and other theories

### Understanding Ethical Decision Making

Models of ethical decision-making  
The pre-critical process of decision-making  
Values, morals, laws, and other "cousins" of ethics

### Identify Contemporary Challenges

Technology  
How the codes written for paper records apply to electronic records  
Digital communication  
Distance therapy  
Professional guidelines and positions papers  
Skype anyone?  
Social media  
Internet  
Website content and structure  
When and if to blog  
Navigating consumer review sites

### Informed Consent

What information should be included?  
How much information is enough?  
Updated content for your Informed Consent Form  
Case examples  
"I know what I signed-but that's not what I understand"  
"And now my insurance won't pay"

"Wow! Truly enlightening and really makes one think on & off the grid! Very enjoyable and would recommend, highly, to all practitioners!"

--Celina, psychotherapist/counselor

## Objectives

- Explain how a practical model for ethical decision-making informs the clinical practice setting.
- Articulate the legal and ethical codes that relate to utilizing technology while providing mental health services.
- Establish ethical practices to ensure client safety, maintain confidentiality and obtain informed consent when utilizing distance mental health services.
- Consider cultural differences when using technology and articulate how this may inform the clinician's choice of treatment interventions.
- Establish clear ethical guidelines to address the potential for a dual relationship when interacting with clients via technology.

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### Clinical Competence

Boundaries of competence  
Understanding emotional competence  
Addressing cultural competence  
Supervision vs. consultation  
Case examples  
"Re-specializing"  
"When you can't refer"

### Confidentiality

Online disclosures  
ICD-10, HIPAA, and communicating with third party payers  
Encryption, storage, and the cloud  
Case examples  
"Confidentiality online"  
"Alternate forms of communication"

### Multiple Relationships

What kind of online relationship is really a "relationship"?  
Managing beneficial multiple relationships  
Gifts, bartering, and social contact  
Case examples  
"One of 5,000 friends"  
"It's my party and I'll cry if I want to"

### Put it all Together

Anticipating future ethical challenges  
Using a decision-making model that will work in the future  
Understanding the role of ethics in quality client care

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Is it appropriate to Google my client? If so, when?

How should I respond to a negative online client review? Or should I?

Is it ok to text my client? Under what circumstances?

How much digital transparency is okay for a therapist?

How do self-disclosure, confidentiality, boundaries, and dual relationships change in the digital landscape?

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**Digital Technology Has Changed the Way We Serve and Interact with Clients**

Let's face it—the digital age is here to stay, and it has ushered in a complete paradigm shift in what it means to provide quality, ethical mental health treatment.

Your current clients, and potential new ones, are accustomed to being able to receive every imaginable service using technology as the format. It only stands to reason that they are seeking, and even expecting, the type of services you provide to be available in the same fashion.

Whether you are already in the digital space, or you realize that you want and even need to be, the ethical considerations are unique, complex, and exciting all at the same time.

Let **Jeff Ashby, PhD, ABPP, RPT-S** – a mental health clinician with 20 years of clinical and research experience – be your guide as you explore the ethical issues related to social media, blogs, websites, and more.

Through discussion and case examples, learn how to address complex ethical dilemmas while maintaining the highest standards of clinical practice.

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**Speaker**

**Jeff Ashby, PhD, ABPP, RPT-S**, is a professor in the department of counseling and psychological services at Georgia State University. He is the director of Georgia State's Counseling Psychology doctoral program, a licensed psychologist, and a Diplomate of the American Board of Professional Psychology. Dr. Ashby has taught ethics at the graduate level for over 20 years and has served as the chair of the Ethics Committee of the International Association of Play Therapy and as an ethics content expert with the State of Georgia Psychology board. He has made over 100 presentations at professional conferences and authored/co-authored more than 80 articles in refereed journals, numerous book chapters, and two books.

Dr. Ashby received a BA in psychology and English literature from the University of Kansas, an MEd in counseling and school psychology from Wichita State University, and a PhD in counseling psychology from Penn State.

**Speaker Disclosure:**

Financial: Jeffrey Ashby is a professor at Georgia State University. He receives a speaking honorarium from PESI, Inc.  
Non-financial: Jeffrey Ashby is a fellow of the American Academy of Counseling Psychology. He is a member of the American Psychological Association; and the International Association of Play Therapy.

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There will be two 15-min breaks (mid-morning & mid-afternoon). Actual lunch and break start times are at the discretion of the speaker. A more detailed schedule is available upon request.



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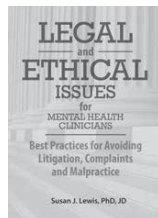
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--Mary, LPC

"Dr. Ashby was energetic, charismatic, funny-very easy to learn from. Very knowledgeable. Will try to attend other seminars by him. Thank you!"  
--Clarena, Licensed Psychotherapist

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