

Outline

The Changing Landscape of Mental Health Today

- Keeping Up with Technology & Professional Liability Concerns
- Client Expectations – Are You Ethically and Legally Up to the Challenge?

Social Media and Online Advertising Ethical Challenges – (Facebook, Instagram, Twitter, LinkedIn, and More!)

- Pros and Cons of Utilizing Social Media and Website In Your Practice
- Confidentiality and Privacy Issues (and How to Avoid Them)
- Boundary Issues – And How to Ethically Safeguard Yourself
- Advertising and Solicitation – Avoiding Ethical Pitfalls
- Creating Your Social Media Policies and Procedures

Email & Texting – The Legal Landmines of Electronic Communication

- Pros and Cons of Emailing and Texting With Clients
- Confidentiality/Inadvertent Disclosures - Legal Concerns
- Privacy Expectations of the Client and Maintaining Healthy Boundaries
- Creating Your Texting and Emailing Policies and Procedures

Objectives

1. Determine how to maintain ethical standards and compliance while utilizing social media technology.
2. Appraise the legal and ethical challenges posed by communicating via email and text for mental health professionals.
3. Assess the threats that technology poses to the confidentiality and privacy of clients.
4. Analyze the legal aspects of HIPAA and how to safeguard against violations of laws.
5. Evaluate the ethical and legal issues that are unique to distance therapy and how to stay compliant.
6. Investigate the ethical boundary challenges that arise when using technology.

Target Audience

Counselors • Social Workers • Marriage & Family Therapists • Psychologists • Psychiatrists  
Case Managers • Addiction Counselors • Therapists • Nurses • Other Mental Health Professionals

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Telehealth - Avoiding Legal & Ethical Pitfalls

- Confidentiality/Privacy Concerns of Video Technology
- Practicing Across State Lines – Legal Issues and Insurance Challenges
- Client Expectations for Distance Therapy
- Creating Your Tele-Health Policies and Procedures

Electronic Records & Going Paperless – Top Mistakes to Avoid

- HIPAA – Electronic Records Legalities
- File Retention, Destruction and Security
- Cloud-Based Data – How, When and Why
- Paperless Office Software

What the Future Holds

- New Technology & What to Expect Next!
- Legal & Ethical Trends

Live Webcast Schedule  
(Times listed in Central)

- 8:00 Program begins
- 11:50-1:00 Lunch Break
- 4:00 Program ends

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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for Mental Health Professionals!

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Tuesday, October 6, 2020

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for Mental Health Professionals!

Featuring **Melissa Westendorf, JD, Ph.D.**  
Attorney, Psychologist & Technology Wellness Expert

**A Mental Health Professional's Essential Guide for:**

- Social Media
- Email & Texting
- Telehealth
- Online Advertising
- Going Paperless & Electronic Records

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# A Complete Guide to ETHICAL & LEGAL TECHNOLOGY CHALLENGES for Mental Health Professionals!

The challenges you face are clear...If you are going to be successful in your practice, you need to adapt to your clients' growing expectations of your technological competence. The problem is, technology is the most likely way you'll get caught up in a legal and ethical nightmare!

**Technology is changing fast. How can you keep up while protecting your professional liability and personal reputation?**

Join technology wellness expert Dr. Melissa Westendorf for this essential and must-see seminar. As a psychologist, attorney and technology wellness expert, Dr. Westendorf is uniquely suited to handle the toughest questions about the legal and ethical challenges in technology today!

At this seminar, you'll learn:

- Strategies to effectively use social media while navigating the numerous ethical challenges it poses
- How to avoid the serious legal landmines that are associated with email and text
- Best practices for your website and online advertising to attract customers and stay ethical
- How to have an effective distance therapy practice that is legally and ethically compliant
- Top legal mistakes to avoid with electronic record keeping

**Sign up today! This is one seminar that no mental health professional can afford to miss!**

## Speaker

**Melissa Westendorf, J.D., Ph.D.,** is a clinical and forensic psychologist and founder of the Technology Wellness Center. As a clinician she has provided therapy to adults and adolescents in the community and within the correctional setting. Dr. Westendorf's forensic practice is dedicated to assessing adults and youth in either the criminal justice system or in civil matters. As a technology wellness expert, she is dedicated to assisting parents, children, adolescents, and adults on understanding the complexities of technology use and the impact on our brains, emotions, and interpersonal relationships. Dr. Westendorf's legal training coupled with her clinical background enables her to work with individuals who are experiencing the legal ramifications of technology use.

As a proactive psychologist and educator, Dr. Westendorf is a keynote speaker at academic institutions, parent organizations, businesses and community groups, offering preventative tools and resources that educate others on how to manage technology use in a healthy manner. She is the co-author of *Unplug! Raising Kids in a Technology Addicted World*. She has served on the Committee for Legal Issues for the American Psychological Association and on the Psychology Examining Board for the State of Wisconsin. Dr. Westendorf has been appointed as an expert in high profile legal cases, featuring the psychological ramifications of technology use. Her expertise has been relied upon in a wide variety of articles, podcasts, radio segments, and television programming. She has been featured on NPR (National Public Radio), Wisconsin Public Radio, and ABC's *20/20*. She is a monthly contributor to The Morning Blend.

Speaker Disclosures:

Financial: Melissa Westendorf is a founder of the Technology Wellness Center. She is in private practice.

Dr. Westendorf receives a speaking honorarium from PESI, Inc.

Non-financial: Melissa Westendorf is a member of the American Psychological Association.



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**Nurses** – All States

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### National Approvals

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\*Content and materials in this course may include interventions and modalities that are beyond the authorized practice of your profession. As a licensed professional, you are responsible for reviewing the scope of practice, including activities that are defined in law as beyond the boundaries of practice in accordance with and in compliance with your profession's standards.

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