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The Impact of Social Media and AI on Medicine and Clinical Practice

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ABOUT THE COURSE AUTHOR

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POST-TEST

1. Which type of Artificial Intelligence can create original content such as text, images, videos, audio, or software code in response to user prompts?
 - a) Monitoring
 - b) Generative
 - c) Training
 - d) All of the Above

2. Application of Artificial Intelligence for the purposes of digital and print copy, inquiry chat, image creation and sales reporting would most likely benefit which healthcare department?
 - a) Administration
 - b) Human Resources
 - c) Clinical
 - d) Sales and Marketing
3. Which of the following applications would be an appropriate use of Artificial Intelligence for improved Resident Engagement?
 - a) Activity and Event Planning
 - b) Content Creation
 - c) Organizing events
 - d) All of the Above
4. Artificial Intelligence Assistants can reduce workload and reduce Burnout by:
 - a) Offloading repetitive tasks
 - b) Using Analytics and Predictive models
 - c) Using health monitoring devices
 - d) All of the Above
5. Which of the following is the term which refers to Internet-based tools that allow individuals and communities to gather and communicate; to share information, ideas, personal messages, images, and other content?
 - a) Artificial Intelligence
 - b) Social Media
 - c) Blogs
 - d) WIKI

The post-test and corresponding course evaluation can be accessed at:
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**Impact of Artificial Intelligence
and Social Media on Medicine
and Practice**


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Learning Objectives


As a result of this course, participants will be able to:

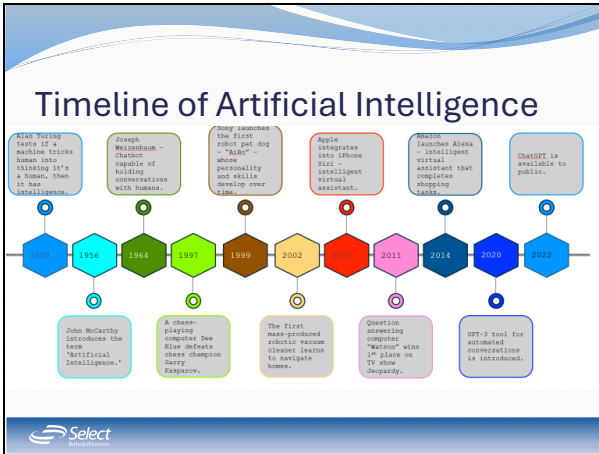
1. Explore current applications of AI and social media in healthcare
2. Discuss benefits, challenges, and future directions of AI and social media as it relates to healthcare
3. Define common terms related to AI and Social Media
4. Apply technologies to rehabilitation case examples
5. Compare/contrast effective evidence-based AI and Social media therapeutic technologies.

 Select

Audience Poll

- Have you ever used AI for a therapeutic purpose?
- Have you ever used Social media for a therapeutic application?

 Select



Artificial Intelligence (AI) Terms

- **Artificial Intelligence (AI):** The simulation of human intelligence by computer systems to perform tasks such as learning, reasoning, and problem-solving.
- **Machine Learning (ML):** A subset of AI where algorithms learn from data patterns to make decisions without explicit programming.
- **Deep Learning:** A type of ML that uses neural networks to process data in complex ways, often used in image and speech recognition.
- **Natural Language Processing (NLP):** AI that enables computers to understand, interpret, and generate human language, often used in speech therapy applications.
- **Computer Vision:** AI-driven analysis of visual inputs, such as movement analysis in physical therapy.

Select

Types of AI

General AI (AGI)

- **Scope:** Wide-ranging capabilities, similar to human intelligence.
- **Goal:** Understand, learn, and apply knowledge across various tasks.
- **Status:** Theoretical, not yet achieved.

Generative AI

- **Scope:** Specialized in creating content (text, images, etc.).
- **Goal:** Create new content based on input data.
- **Status:** Actively used and developed, with significant advancements.

Select

Social Media Terms


Social Media allows individuals and communities to gather and communicate; to share information, ideas, personal messages, images, and other content

Telehealth: The use of digital communication technologies to provide healthcare remotely.

Patient Engagement: Strategies that encourage patients to actively participate in their healthcare, often through online communities.

Digital Therapeutics: Software-driven interventions used to treat medical or psychological conditions.

Health Informatics: The use of technology to collect, store, and analyze health data for better patient care.



Role of Social Media in Nursing

Professional Networking and Continuing Education

- Platforms for knowledge exchange and professional development
- Access to webinars, online courses, and current research

Patient Engagement and Education

- Utilizing social media to disseminate health information
- Enhancing patient education and support through online communities


Ethical Considerations

- Maintaining patient confidentiality and professional boundaries
- Navigating misinformation and ensuring content accuracy



Nursing Applications - Administration

- AI streamlines operations, reduces manual workload, and optimizes resource allocation.
- **Automated Scheduling & Workflow Management** – AI-powered systems can optimize staff scheduling, reducing conflicts and ensuring adequate coverage.
- **Electronic Health Record (EHR) Management** – AI improves documentation accuracy, reducing errors and automating repetitive tasks.
- **Predictive Analytics for Resource Allocation** – AI can forecast patient admission trends and adjust staffing needs accordingly.
- **Billing & Claims Processing** – AI-driven automation speeds up medical billing and reduces errors in claims processing.
- **Example:** AI-driven chatbots assist patients in appointment scheduling, reducing administrative




Human Resources

- AI enhances recruitment, employee engagement, and workforce management.
- **AI-powered Recruitment & Screening** – AI analyzes resumes to match candidates with job requirements efficiently.
- **Employee Retention & Engagement** – AI-driven analytics identify patterns that contribute to high turnover and suggest retention strategies.
- **Automated Compliance & Training** – AI tracks employee certifications and schedules automated training modules.
- **Chatbots for HR Assistance** – AI chatbots provide instant responses to HR-related queries, saving time.
- **Example:** AI tools assess employee performance metrics to identify areas for professional development.



Clinical / Patient Care

- AI enhances diagnostics, treatment planning, and patient monitoring.
- **AI-assisted Diagnostics** – Machine learning algorithms analyze medical imaging (e.g., radiology scans) for early disease detection.
- **Predictive Analytics for Patient Care** – AI identifies high-risk patients and suggests early intervention strategies.
- **Virtual Health Assistants** – AI-powered chatbots provide preliminary consultations and symptom checks.
- **Personalized Medicine** – AI tailors treatment plans based on genetic data and patient history.
- **Example:** AI-powered sepsis detection models analyze vital signs to identify patients at risk before symptoms appear.



Sales and Marketing

- AI helps target the right audience, personalize marketing efforts, and improve customer interactions. AI can create digital and print copy, inquiry chat, image creation and sales reporting
- **AI-driven Market Analysis** – AI predicts healthcare market trends and consumer behavior.
- **Personalized Marketing Campaigns** – AI customizes patient outreach based on demographics and health conditions.
- **Chatbots & Virtual Assistants** – AI chatbots provide instant responses to customer inquiries and lead generation.
- **Social Media & Sentiment Analysis** – AI analyzes patient feedback and online reviews to improve service offerings.
- **Example:** AI-driven CRM systems analyze customer interactions and recommend personalized healthcare services.



Resident Engagement

Activity and Event Planning

- Personalized Activity Recommendations
- Health-Conscious Event Planning
- Predictive Analytics for Event Participation

Content Creation

- AI-Generated Interactive Content
- Music and Video Personalization
- Storytelling and Memory Activation


Organizing events

- Automated Event Scheduling and Invitations
- Real-Time Event Assistance and Adaptation
- Virtual or Hybrid Events

 Select


Rehabilitation Applications of AI and Social Media

- **AI-Assisted Gait Analysis:** AI tools that analyze walking patterns to assess mobility issues.
- **Robotic Exoskeletons:** Wearable devices that assist movement in individuals with physical impairments.
- **AI Speech Therapy Tools:** Applications that use NLP to assist in diagnosing and treating speech disorders.
- **Online Support Communities:** Social media groups where patients and therapists share resources, encouragement, and progress updates.
- **Virtual Reality (VR) in Rehabilitation:** The use of immersive simulations for physical and cognitive therapy.

 Select

The Intersection of AI and Rehabilitation

- Definition and scope of Artificial Intelligence (AI) in healthcare
 - AI involves the simulation of human intelligence processes by machines, especially computer systems.
- Emergence of AI applications in rehabilitation practices
 - AI is being integrated into various therapeutic modalities to enhance patient care.
- Potential benefits: personalized therapy, predictive analytics, and improved patient engagement
 - AI can tailor interventions to individual needs, predict outcomes, and increase patient motivation.

 Select

Specific Applications

- **Personalized Care Plans** - analyzing data and adapting interventions
- **Continuous Monitoring and Assessment**- 24/7 monitoring for early detection of health risks
- **Automated Administrative Tasks** - freeing caregivers for direct care
- **Predictive Analytics**-Predicts potential health issues by analyzing medical data patterns
- **Medication Management** - reminders to take medications
- **Remote Monitoring and Telehealth**- enables consultations from home
- **Detection and Emergency Response**- alerts caregivers or services automatically
- **Cognitive Health Monitoring**- • Early detection of cognitive decline for better condition management



The Role of Social Media in Rehabilitation

- Overview of social media platforms used in healthcare
 - Platforms like Facebook, Twitter, and specialized forums connect patients and professionals provides a platform for peer support and motivation
- **Benefits:** patient education, support communities, and therapy adherence
 - Social media facilitates information sharing and emotional support.
- **Conceptual perspective:** leveraging social media to enhance care delivery and treatment outcomes
 - Integrating social media strategies can improve patient engagement and outcomes.



Applications for Rehabilitation

- 1. AI-Powered Wearable Devices** – Smart sensors and exoskeletons, track movement patterns and provide real-time feedback to patients recovering from injuries, strokes, or neurological disorders.
- 2. Computer Vision for Movement Analysis** – AI-powered tools analyze movement patterns using computer vision, providing objective assessments and real-time corrections for gait training, balance, and posture.
- 3. Virtual Reality (VR) Rehabilitation** – AI-driven VR platforms, create immersive rehabilitation environments that enhance motor learning, balance, and coordination in patients recovering from strokes, orthopedic surgeries, or spinal cord injuries.



Applications for Rehabilitation

4. AI-Personalized Exercise Programs – Machine learning applications generate customized physical therapy exercise plans based on real-time patient progress and adherence.

5. Social Media-Based Patient Support & Education – Facebook groups, YouTube channels, and TikTok videos created by licensed physical therapists help educate patients about injury prevention, proper exercise form, and pain management techniques, fostering greater engagement in rehab.


Select

Applications for Rehabilitation

5. AI-Driven Smart Home Adaptations – AI-powered smart home devices (Amazon Alexa, Google Home, or SmartThings) can assist patients with disabilities in managing daily tasks such as turning on lights, adjusting thermostats, and setting medication reminders.

6. Haptic Feedback and Robotics for Fine Motor Training – AI-integrated robotic gloves or haptic feedback devices assist in retraining fine motor skills for patients recovering from strokes or hand injuries.


7. Gamification in Rehabilitation – AI-powered rehabilitation games improve hand dexterity, motor planning, and cognitive function through engaging, interactive tasks.

Select

Applications for Rehabilitation

8. VR therapy platforms hand therapy, cognitive training, and ADL (Activities of Daily Living) simulations, allowing patients recovering from strokes, traumatic brain injuries, or neurodegenerative diseases to engage in immersive, interactive rehab exercises. The AI-driven analytics track patient progress and adapt difficulty levels based on performance.

9. Telehealth Platforms – Platforms like Zoom, or YouTube channels by provide accessible, evidence-based strategies and exercises for improving ADLs, ergonomics, and work-related rehabilitation.

Select

Applications for Rehabilitation

10. AI Speech Recognition & Feedback Tools – AI-powered speech therapy apps analyze pronunciation, pacing, and articulation, providing personalized feedback for individuals with speech disorders.

11. AI-Driven Aphasia Rehabilitation – Tools use AI to generate customized exercises for stroke and brain injury survivors, targeting language comprehension, word retrieval, and verbal fluency.

12. AI-Based Assistive Communication Tools – AI-powered augmentative and alternative communication (AAC) apps help individuals with motor or neurological impairments communicate more effectively.



Challenges and Considerations



1. Ethical and Privacy Concerns

Patient Data Security – AI-driven rehabilitation tools often require **sensitive health data**. Ensuring **HIPAA compliance** and **data encryption** is crucial to prevent breaches.

Informed Consent – Patients must understand how their data is used, stored, and shared when engaging with AI-powered rehabilitation tools.

Bias in AI Algorithms – AI models can have inherent **biases** if they are trained on limited or unrepresentative data, leading to **disparities in care** for different populations.



Ethical and Privacy Concerns – AI Data Breach in Healthcare

- **Case Example: 2021 AI Healthcare Data Leak**
In 2021, a **major AI-powered healthcare platform** experienced a **data breach** exposing sensitive patient information, including rehabilitation records, imaging scans, and therapy progress notes. This incident raised **serious ethical concerns** about AI in healthcare, emphasizing the need for **stronger encryption, patient consent protocols, and compliance with HIPAA and GDPR regulations** to protect personal health information.
-  **Lesson:** Rehabilitation clinics and AI developers must ensure **robust cybersecurity protocols** and transparent data usage policies to build patient trust.




2. Accuracy and Reliability of AI Models

Clinical Validation Required – Many AI applications lack **extensive peer-reviewed studies** validating their efficacy. Clinicians must critically evaluate AI tools before integrating them into treatment.

Misinterpretation of AI-Generated Recommendations – AI may produce **false positives/negatives** in diagnostics or treatment planning, requiring clinician oversight to avoid misdiagnoses.



Accuracy and Reliability of AI Models – AI Misdiagnosis in Movement Disorders


- **Case Example: AI Misidentification of Parkinson's Disease Symptoms**
A 2022 study found that an **AI-based gait analysis tool** used to detect **early-stage Parkinson's disease** misclassified **elderly patients with arthritis** as having **neurological disorders** due to biased training data. The AI system had been trained primarily on patients already diagnosed with Parkinson's, limiting its ability to distinguish between similar movement impairments.
-  **Lesson:** AI must be trained on **diverse, high-quality datasets** and validated in **real-world clinical settings** before being used for diagnostic or rehabilitation purposes.



AI-Driven Rehabilitation Robot Recall


In 2022, an **AI-powered robotic exoskeleton** designed for **stroke and spinal cord injury rehabilitation** was recalled due to **unintended movements** that led to **patient injuries**. The AI software, which adjusted movement resistance based on user performance, **overcompensated in certain cases**, causing the robotic system to **apply excessive force** during gait training. The manufacturer faced **legal challenges** and **liability concerns** regarding whether the **therapists, manufacturers, or AI algorithms** were responsible for the injuries.

- ✔ **Lesson:** AI in rehabilitation **must undergo rigorous testing** and AI models must be **trained on diverse datasets** to ensure fair and reliable performance across different populations. Clinicians should always be involved in **overriding AI-based decisions** to ensure patient safety.

Select

Addressing AI Misinterpretation


- **Challenge:** AI motion analysis tools sometimes misinterpret **gait patterns** and **rehabilitation progress**, leading to inaccurate recommendations.
- ✔ **Solutions:**
 - **Hybrid AI-Human Approach** – PTs should use AI-generated movement analysis **as a guide** but always confirm findings with **manual assessments (e.g., range of motion tests, pain scales, functional outcomes)**.
 - **Customization of AI Algorithms** – AI developers should collaborate with PTs to train AI models on **diverse patient populations**, accounting for **post-operative, neurological, and musculoskeletal variations**.
 - **Real-Time Therapist Override Features** – AI-assisted exercise recommendations should allow **therapists to modify suggestions** based on patient progress and **functional goals**, rather than AI outputs alone.
- ♦ **Example Solution in Action:** AI-powered rehabilitation systems like **DARI Motion** and **Kala Health** now integrate **therapist-modifiable parameters**, allowing PTs to **adjust AI-based treatment plans**.

Select

3. Technology Access and Digital Divide

Limited Access for Underserved Populations – AI-driven tools and VR rehabilitation systems can be **cost-prohibitive**, limiting accessibility for low-income patients or those in rural areas with poor internet connectivity.

Technological Literacy Barriers – Some patients (particularly **older adults**) may struggle to navigate AI-powered applications, requiring additional education and caregiver support.

Select

Technology Access and Digital Divide – AI Rehabilitation Barriers in Rural Areas

Case Example: *Limited Access to AI-Based Stroke Recovery Tools*

In rural regions of the U.S., stroke survivors often lack **high-speed Internet and AI-enabled rehabilitation tools** that provide **home-based therapy exercises**. A study found that **tele-rehabilitation programs using AI and VR for stroke patients** showed **positive recovery outcomes**, but many **rural and low-income patients** were unable to participate due to **cost and lack of digital infrastructure**.

✓ **Lesson:** Policymakers and healthcare providers must **bridge the digital divide** by **subsidizing AI rehabilitation tools** and expanding access to **affordable broadband connectivity** for underserved populations.



AI Home Adaptation Misalignment for Stroke Survivors

Case Example: *Smart Home AI Fails to Adapt to Cognitive Impairments*

A **stroke survivor with hemiparesis and mild cognitive impairments** was provided with an **AI-powered smart home system** to assist with **daily living activities (ADLs)**, such as adjusting lighting, reminders for medication, and turning appliances on and off. While the AI successfully automated many tasks, it failed to account for the patient's **cognitive deficits**—such as **difficulty remembering voice commands or recognizing smart device functions**. The **lack of tailored cognitive adaptation** led to frustration, decreased engagement, and ultimately, **abandonment of the AI system**.

✓ **Lesson:** AI-driven smart home adaptations should be **customizable for cognitive as well as physical impairments**, and **OTs should work with AI developers** to ensure systems meet real-world user needs.



Enhancing AI Home Adaptation for Occupational Therapy

Challenge: AI-powered smart home adaptations often fail to consider **cognitive impairments**, making it difficult for **stroke survivors, dementia patients, or individuals with traumatic brain injuries (TBI)** to use them effectively.

✓ **Solutions:**

Cognitive-Friendly AI Interfaces – AI home automation should use **visual and tactile feedback** (e.g., **large buttons, automatic voice prompts, color-coded alerts**) to **assist users with memory or executive function difficulties**.

Therapist-Driven AI Customization – OTs should **collaborate with AI developers** to tailor home automation systems for **specific cognitive and physical needs** (e.g., **simplified voice commands, structured routines**).

User Training and Family Involvement – Before prescribing **AI-powered home devices**, OTs should conduct **structured training sessions** with patients and caregivers to ensure successful adoption.

Example Solution in Action: Companies like **Nest, Amazon Alexa, and Google Home** are introducing **adaptive learning features**, allowing users to create **simplified automation routines** based on individual therapy needs.



4. Clinician Training and Workflow Integration

AI-driven tools streamline administrative tasks such as documentation, scheduling, and progress tracking, allowing therapists to focus on direct patient care. Can reduce burnout and increase job satisfaction by automating clerical tasks.

Need for AI Training in Therapy Programs – Many healthcare professionals **lack formal training** in AI-based rehabilitation technologies, necessitating **professional development programs**.

Integration Into Existing Workflows – AI tools should enhance, not disrupt, rehabilitation workflows. Ensuring **seamless integration** with electronic health records (EHRs) and existing therapy practices is critical.



Clinician Training and Workflow – Resistance to AI in Therapy Practices

Case Example: Therapist Skepticism Toward AI in Rehabilitation

In a 2023 survey of healthcare professionals, over **60% expressed concerns** about AI “replacing” traditional therapy techniques. Many therapists felt they **lacked training** in AI and were unsure how to **integrate AI-assisted tools** into their daily workflows. Some even reported **increased workload** when using AI due to the need for additional documentation and verification of AI recommendations.

✓ **Lesson:** Healthcare institutions must **invest in AI training programs** for rehabilitation professionals and ensure AI enhances—not disrupts—**existing therapy workflows**.



5. Regulatory and Legal Challenges

Lack of Standardized Guidelines – AI in rehabilitation is evolving faster than regulatory bodies can establish **clear guidelines** for its use in therapy.

Liability Concerns – In cases where an AI-driven recommendation leads to an adverse patient outcome, determining **legal responsibility** (clinician vs. AI developer) remains complex.

Addressing these challenges through **collaboration between clinicians, AI developers, and policymakers** will be essential for ensuring safe, ethical, and effective integration of AI into rehabilitation therapy.



Reducing Technology Barriers & Increasing Accessibility

Challenge: Many AI rehabilitation tools are **expensive, difficult to access in rural areas, and not designed for low-tech users.**

Solutions:

Government & Insurance Reimbursement for AI Rehabilitation – Advocacy efforts should focus on **Medicare/Medicaid** and **private insurers** covering **AI-based rehabilitation services** to improve accessibility.

Telehealth Expansion – AI rehab tools should be **integrated with teletherapy platforms**, ensuring that **rural and underserved populations** can access AI-assisted rehab from home.

AI Simplification for Low-Tech Users – Developers should create **"low-tech" AI rehab options** with **simpler interfaces, step-by-step guides, and mobile-friendly platforms** for patients with limited digital literacy.

- **Example Solution in Action:** AI-driven **tele-rehabilitation** platforms like **Neofect Smart Rehab** and **XRHealth Virtual Clinics** allow therapists to provide **remote rehab sessions using AI tools**, making them more accessible.



Increasing AI Training & Professional Development

Challenge: Many **nursing professionals** **lack formal training** in AI-based rehabilitation tools, leading to **hesitation, misinterpretation, or underutilization of AI resources.**

Solutions:

- Formal Training Programs
 - **Florida State University's AI in Healthcare Master's Program**
 - **Artificial Intelligence in Healthcare – Stanford Online**
 - **Artificial Intelligence for Nursing Leaders – Walden University**
 - **Artificial Intelligence in Nursing – Elite Learning**
 - **Artificial Intelligence in Healthcare – Nursing CE Central**



Benefits of AI and SM

Increased Accessibility & Remote Therapy

- AI-powered telehealth and social media platforms provide access to therapy for individuals in remote or underserved areas, improving equity in care.

Personalized & Adaptive Therapy Plans

- AI can analyze patient data and customize treatment plans for OT, PT, and ST, improving outcomes and engagement.

Enhanced Patient Engagement & Motivation

- Social media platforms and gamified AI therapy tools encourage patients to stay engaged with their treatment through interactive exercises and peer support.



Benefits of AI and SM

Real-Time Feedback & Progress Monitoring


- AI-powered wearables and apps provide real-time feedback on movements and speech, allowing for immediate corrections and improved learning.

Data-Driven Decision Making

- AI can analyze patient progress through machine learning, helping therapists adjust interventions based on data rather than just observation.

Social Support & Community Building

- Social media fosters peer support, reducing feelings of isolation in patients undergoing therapy. Online communities can encourage adherence to therapy routines.




Benefits of AI and SM

Improved Efficiency & Workload Management

- AI-assisted documentation, patient progress tracking, and chatbot-assisted communication reduce administrative burdens for nurses, allowing more time for patient care. Artificial Intelligence Assistants can reduce workload and reduce Burnout by: Offloading repetitive tasks

Early Detection & Intervention

- AI can identify early signs of speech, motor, and cognitive impairments through voice analysis, movement tracking, and social media behavior patterns, enabling earlier intervention.



Artificial Intelligence cannot replace human qualities such as:

- Emotional Intelligence and Empathy
- Creativity and Originality
- Moral and Ethical Judgment
- Intuition and Instinct
- Consciousness and Self-Awareness
- Physical Sensations and Experiences



Key Takeaways

- ✓ AI and social media in medicine must balance innovation with ethics, security, and accessibility.
- ✓ AI models must be clinically validated to prevent misdiagnosis and treatment errors.
- ✓ Equal access to AI tools must be prioritized for underserved populations.
- ✓ Clinician education is critical to successful AI adoption in rehabilitation / medicine.
- ✓ Regulatory bodies must establish clear liability guidelines for AI-related errors.



Key Takeaways

- ✓ Certifications enhance credibility and open opportunities for AI-driven rehabilitation careers.
- ✓ AI should enhance, not replace, expertise – clinicians must remain in control.
- ✓ Customization and human input are key for AI to be effective in rehabilitation.
- ✓ Expanding AI access and training will improve adoption and patient outcomes.
- ✓ Interdisciplinary collaboration between therapists, nurses and AI developers ensures better tools.



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