



MetaOptima Technology's guide for clinical images and the use of personal mobile devices

This guide was developed in compliance with the principles of medical professionalism set by the Australian Medical Association (AMA) and the Medical Indemnity Industry Association of Australia (MIIAA) in the *Clinical images and the use of personal mobile devices - A guide for medical students and doctors*.

The guide outlines the key ethical and legal issues to be aware of before using a personal mobile device to take or transmit clinical images for the purpose of providing clinical care.

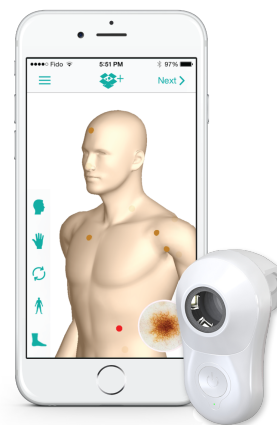
Information for doctors and medical students

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MoleScope - mobile technology

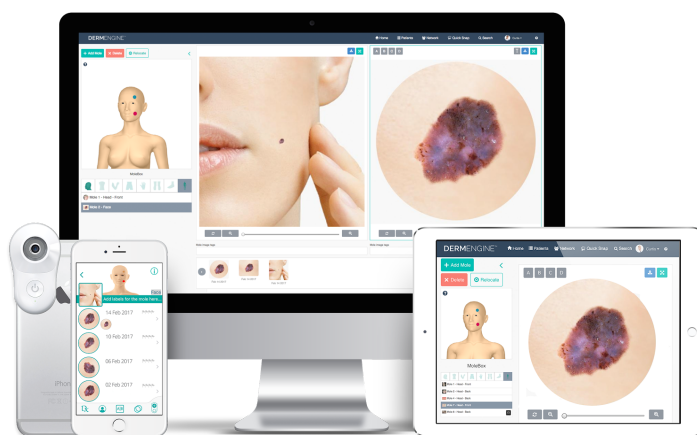
MoleScope™ is a mobile dermatoscope that captures a high-resolution, detailed view of the skin through magnification and specialized lighting. The images are accessible anywhere at anytime through the secure app and web platform for analysis and diagnosis.



DermEngine - connected technology

An intelligent dermatology software for the imaging, documentation and diagnosis of skin conditions including skin cancer. Powered by artificial intelligence (AI), this smart dermatology system helps you manage your busy workflows with secure cross-platform access.

MetaOptima provides state-of-art technologies designed to modernize your practice and keep you connected with your colleagues. When adopting technologies that involve the capturing and transmitting of patient clinical images, it's important to be aware of the necessary precautions and recommendations in order to be compliant with local standards.





Privacy Principles*

The Australian Privacy Principles (Privacy Act 1988) regulates the collection, use, and disclosure of personal information, including clinical images.

What should you be aware of?

- Before taking a clinical image, consider the purpose for which you require the image, and obtain appropriate consent in written or verbal format.
- Make sure the patient understands the reasons for taking the image, how it will be used, and to whom it will be shown. In case you are sharing those images with other health professionals or using them for studies/research, this must be made clear to the patient.
- Document the consent process and check what your health service/hospital requirements are for written consent. You also have the ability to add your patient consent form to DermEngine and ask the patient to sign it directly on your smart device.
- It is important to understand that clinical images may contain information that can be used to identify the patient. As such, you are not allowed to send clinical images to anyone else unless you have the patient's consent to do so, or if the patient would reasonably expect you to send the image for the purpose of their clinical management (for example, another doctor), or if you are otherwise permitted by law to do so.

Security of clinical images:

- If you are using your personal mobile device, you have to make sure clinical images do not auto upload to any social media, back-up sites or any other app that might be risking your patient's privacy.
- Delete any clinical images from your mobile device.
- Have controls on your mobile device to prevent unauthorised access, including passwords.

A clinical image may be a photo, video recording, or audio recording.
A clinical image may be of the patient's body - such as an injury, skin lesion or body fluid - or an image of a pathology report, diagnostic image, or medication.



Confidentiality and Security

Patient information is personal and private, and it is part of your clinical duty to keep patient data secure. Healthcare providers have an ethical, professional, and legal duty to respect patient rights to privacy and confidentiality regarding their personal and health information, and how it should be used.

Any information that can identify a person is called “personal information”. Clinical images are defined as “personal information”, and must be treated with this same privacy and confidentiality. Patients must be aware of the purposes of clinical images when taken and doctors, clinics and hospitals must take the appropriate measures to make sure these images are stored and shared securely. DermEngine allows medical professional to store and share this images in a secure environment with no hassle or extra installations.

All information entered in DermEngine is encrypted. Additionally, all controls for secure access, permissions and possible data breaches are provided by us.

Clinical images must be securely stored in order to maintain patient confidentiality

Images are transferred directly from DermEngine to the cloud platform

DermEngine keeps track of any activity related to image collection and sharing

Your DermEngine account is protected and all logs are recorded

Take photos directly on the DermEngine app without worrying about auto-uploading

Using the DermEngine app eliminates the need to delete images from your smartphone



Consent to collect a clinical image

Healthcare providers must collect consent to take clinical images from patients, as well as to collect personal information. Patients have the right to consent to or refuse the collection, use, and disclosure of clinical images.

DermEngine allows healthcare professionals to include customized consent documentation under their accounts and collect digital signatures from patients. These signatures are then stored on DermEngine and linked to that patient's profile. Documenting the consent process on DermEngine allows for an easier, quicker and more secure process, as there is no paper to be stored which would require additional space and security processes.

Some of the items that must be contained within your consent document include:

- The purpose(s) of the clinical image i.e. why the clinical image is being taken.
- How the clinical image may be used e.g. an image could be used in a de-identified form for training and education purposes.
- Who will have access to the image.
- Whether it may be shared and disclosed to others, and for what purposes.
- Whether it will be de-identified.
- How and where it will be stored.

Patients also have the following rights:

- Right to refuse consent
- Right to withdraw consent
- Right to review/change consent items



Storage and Security

Storage in the health record

Images are part of the patient's health record. This means that clinical images are treated in exactly the same way as other clinical records in terms of security and decisions about disclosure. Note that they may be accessed for use in legal proceedings or patient complaints.

If the purpose for obtaining the clinical image is to provide clinical care the patient's details should be linked to the image to ensure proper identification. It is essential to record who took the image, when it was taken, and the mode of capture.

Retention of clinical images

Health information must be kept for a minimum of 7 years. This requirement extends to the retention of clinical images. By using DermEngine healthcare providers do not have to worry about retention or protection of health information, including clinical images, from misuse, loss, unauthorised access or interference, modification, and disclosure.

Securing the use of mobile devices

By utilizing the DermEngine app to capture clinical images you are removed from a number of major risks, as the platform allows you to:

- Ensure clinical images are not auto-uploaded to any social media networks or back-up sites that might be publically available.
- Access your confidential files through your unique credentials (login/password) only.
- Avoid the risk of unauthorised access if the device is lost or stolen
- Preventing an image being sent by mistake to an unauthorised third party.
- Eliminate the worry of deleting these images from your mobile phone, as images will no longer be directly on your device.



Clinical images provided by patients

With DermEngine, you can provide your patients with exclusive access to the free MoleScope app. If it suits your practice, you can establish a teledermatology program at your clinic, office or hospital by providing them with MoleScope dermoscope devices (home edition) to act as a patient portal for them to submit dermoscopy images for feedback.

In this scenario, images taken by the patients will be identified as the patient's property. You must provide them with the same explanation/consent documentation which explains how the images will be used and stored.



MoleScope App

The quality of the clinical image is a key consideration. By using the MoleScope app and device, patients will have the ability to share images of professional quality. Additionally, all information and pictures will be securely stored and shared with you on the platform while being securely documented within the patient's profile for enhanced monitoring and care provision.



Resources

Primary

- Australian Medical Association (AMA) and the Medical Indemnity Industry Association of Australia (MIIAA) in the *Clinical images and the use of personal mobile devices - A guide for medical students and doctors*

Secondary

- Australian Medical Association. Social Media and the Medical Profession: A guide to online professionalism for medical practitioners and medical students.
<https://ama.com.au/social-media-and-medical-profession>
- Australian Medical Association. AMA Code of Ethics. 2004 (Editorially Revised 2006).
<https://ama.com.au/codeofethics>
- Australian Medical Association. Medical practitioner responsibilities with electronic communication of clinical information. 2013.
- <https://ama.com.au/positionstatement/medical-practitioner-responsibilities-electronic-communication-clinical>
- Australian Health Practitioner Regulation Agency. National Board policy for registered health practitioners. Social media policy. 2014.
<http://www.medicalboard.gov.au/Codes-Guidelines-Policies/Social-media-policy.aspx>
- Medical Board of Australia. Good Medical Practice: A Code of Conduct for Doctors in Australia. 2014. <http://www.medicalboard.gov.au/Codes-Guidelines-Policies/Codeof-conduct.aspx>
- The Medical Indemnity Insurance Association of Australia <http://www.miaa.com.au/>
- National Health and Medical Research Council. National Statement on Ethical Conduct in Human Research. 2007 (updated May 2013).
<http://www.nhmrc.gov.au/guidelines/publications/e72>