

WEISMAN CHILDREN'S REHABILITATION HOSPITAL (WCRH)

ADMINISTRATIVE MANUAL

SUBJECT: NEWS MEDIA

NO: AM 4.7

EFFECTIVE DATE: 12/2/97

PAGE: 1 of 2

REVIEWED / REVISED: 04/03; 05/04; 04/05; 04/06; 01/07; 02/08; 02/09; 7/10; 7/11; 5/12; 1/13; 1/14; 1/18; 1/21; 6/21; 1/24

TJC: R.I. 01.03.05

PURPOSE:

To ensure and maintain the confidentiality and security of all information regarding patient's, families, and staff.

POLICY:

It is the policy of this hospital that news media representatives, when coming onsite, report to the Administrator or the Director of Communications prior to entering any patient care area. News media personnel shall display current identification and display a WCRH visitor badge. When speaking with patients or families via telecommunications, news media representatives must first contact the Director of Communications. Upon admission, patients and families will receive education regarding patient rights and hospital guidelines related to sharing information with media outlets.

PROCEDURE:

1. News media representatives must report to the Administrator or the Director of Communications prior to entering patient care areas.
2. Patients or families communicating with the media should let WCRH staff know about contact.
3. Any staff witnessing or with knowledge of a patient or family talking with a member of the news media must notify their supervisor, who will then notify the Administrator and Director of Communications.
4. News media representatives must be accompanied by a staff member throughout their tour of the hospital.
5. News media representatives must be informed of patient rights and guidelines regarding patient confidentiality and must honor such restrictions as they may apply.
6. Failure of news media representatives to follow established rules and guidelines may result in their being barred from entering the hospital.

7. Any and all violations or infractions of rules by the news media must be reported to the Administrator.
8. If arrangements have been made for a news media person to visit a specific patient, all proper authorizations must be completed by the parent/guardian prior to the visit. A representative of WCRH must remain with the news media representative.

Administrator