

HEALTH SCIENCE CENTER HANDBOOK OF OPERATING PROCEDURES

Chapter 11	Privacy Regulations	Effective:	February 2004
Section 11.2	Uses and Disclosures of Protected Health Information	Revised:	May 2007
Policy 11.2.15	Uses and Disclosure of Protected Health Information for Publications	Responsibility:	Chief of Staff and Chief Communications Officer

USES AND DISCLOSURES OF PROTECTED HEALTH INFORMATION FOR PUBLICATIONS

Policy

The Office of External Affairs ensures proper consent and authorization is in place to conduct interviews or other activities that involve the use and disclosure of protected health information for publication purposes.

Definitions

PUBLICATION: Includes internal publications, such as brochures or written or electronic newsletters, and external publications, such as newspaper, radio, or television stories.

External Affairs Responsibilities

The External Affairs staff conducting an interview or similar activity for a publication involving a Health Science Center patient must ensure that the patient signs a [Release Form](#) prior to conducting any interviews with patients or their representatives regarding their health information to use for any type of External Affairs publication. If the patient is a minor or is otherwise unable to provide consent, the parent or legal guardian may provide consent to proceed with the publication activities.

If the External Affairs staff would like to interview the patient's doctor or other clinical staff member regarding the patient's health information, the patient, or parent or guardian as applicable, must first sign a [Patient Authorization for Release of Health Records to External Parties](#) form. Although it is the clinician's responsibility to ensure that the form is completed prior to disclosing the patient's health information, External Affairs staff may assist in getting the form signed by the patient if needed to facilitate the process.

External Affairs staff are not permitted to access patient records or other health information, unless cleared by the Chief of Staff and Chief Communications Officer. Even if the patient has authorized the staff member to do this, prior approval is required.

The patient consents to the use of his/her pictures, recordings, etc., for specific publication(s), event(s), or other specific activity, and authorizes

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use or disclosure of specific protected health information for a specific period of time. At a later date, if staff want to use these materials for another purpose, additional patient consent should be obtained, and if additional protected health information is needed from the clinical staff, additional authorization from the patient is required.

**Clinical Staff
Responsibilities**

If the clinician is asked by External Affairs to participate in an interview regarding a patient, he/she must ensure that there is a signed [Patient Authorization for Release of Health Records to External Parties](#) on file giving permission for the clinician to disclose such information to External Affairs. If the patient has not signed an authorization form allowing the clinician to release health information to External Affairs, the clinician must ask the patient to complete one prior to participating in the interview or other use or disclosure of the patient's health information.
