



## News Media Contract

Hospital and health systems are responsible for protecting the privacy and confidentiality of their patients and patient information. The Health Insurance Portability and Accountability Act of 1996 (HIPAA) mandated regulations that govern privacy standards for health care information.

### Media Access to Patients

Access to Box Butte General Hospital is based on the understanding that members of the news media will adhere to all policies related to patient privacy, including obtaining patient authorization prior to disclosure of patient information. A patient being interviewed has the right, under terms of federal patient privacy regulations, to withdraw consent for press use of his or her identity and protected health information at any time before, during or after the interview.

### Photography/Video

We require a hospital representative from the Marketing/Public Relations Department to accompany news personnel ANY time they are on hospital grounds. No pictures of patients may be taken within the facility or on hospital property without the patient's written consent, or the written permission of a parent or legal representative. Again, we require that any journalist and/or news photographer visiting the hospital be escorted by a member of the Marketing/Public Relations Department while on the hospital campus.

Deceased or unconscious patients are **not to be photographed under any circumstance**, regardless of whether they are in the hospital or on hospital property.

### Interviews

No patient or employee shall be interviewed without his or her written permission, or the written authorization of a parent or legal representative. The release form should be obtained through the Marketing/Public Relations office.

### Audio/Video Recording

Recording equipment, video, cameras, and similar tools may not be used without the hospital's consent. The same policy on patient's permission that applies to photographs and interviews also pertain to these mediums of communication. **Hospital consent must be secured prior to interviews, photographs, or videotaping of a patient or employee by a news media representative.** The hospital spokesperson or Marketing/PR Department will make every effort to cooperate with media representatives who request assistance.

### Employee/Physician Interaction

To request an interview with a physician or employee, all inquiries must first be requested through the Marketing/Public Relations office. Please do not contact any employee or physician directly without approval from either Brian Kuhn at 308-761-3126 or Shae Brennan 308-761-3431. Thank you for your understanding and cooperation.

---

Signature

---

Date