Policy:
University Health System, Inc. (UHS) has developed a Video and Photography policy that protects the privacy of medical center patients’ health information in accordance with Federal HIPAA and Tennessee State privacy regulations.

It is also UHS policy that UHS corporate and proprietary information be protected from unauthorized disclosure. All UHS departments are responsible for insuring that photographs, the use of photographic equipment and the use of audio and video recording equipment on the campus of UT Medical Center are handled in accordance with the provisions of this policy.

Procedures:
Outside Vendors & Companies
All outside vendors and other companies or organizations who wish to make photographs (still or video) and/or audio recordings inside the hospital or elsewhere on the Medical Center campus must be approved in advance by Marketing Services. The requirement for approval extends to all UHS staff, students, members of the UTMC medical staff, the Graduate School of Medicine, and the College of Pharmacy.

Should an employee or physician be approached by an outside company requesting to make photographs or recordings as described herein, the company representative should be directed to Marketing Services at 305-6845. The Marketing Services staff will review the proposal for appropriateness. If approved, Marketing Services will make the arrangements for the videotaping or photography session in a manner that will protect patient privacy and ensure patient care activities are not disrupted. If access is granted, any video or photography of patients will require completion of the Photography Consent form prior to the initiation of any video/photography. The signed consent form should be placed in the patient record.

Patients, Family Members and Friends
Patients, family members and friends may video and/or photograph their own patient and family members while respecting the privacy of others. Patients and visitors must act in a manner that is respectful to other patients, UHS staff and property. Video/photography must respect the dignity of the patient and is prohibited in restrooms and other areas intended to provide privacy. Video/photography must not interfere with patient care. The physician, nurse or other healthcare provider has the authority to instruct that the video/photography be discontinued.

Authorized Video & Photography of Patients by Staff
A. UHS personnel may, as appropriate to their job function, utilize photography to collect protected health information for purposes of identification and patient care and treatment.

B. Video observation of patients may be used in critical care areas and certain other clinical areas where continuous visual observation of the patient and bedside activity is deemed important to provide treatment and a safe and responsive environment of care for patients.
   1. Video monitors used for such surveillance are located at clinical workstations for viewing by hospital personnel only.

   2. Video monitors may be temporarily turned off by staff to provide patient privacy during personal hygiene care (e.g. bathing, toileting)

   3. Nursing staff shall inform patients/families about the use of video observation when the patient is admitted to the unit/area.
C. This policy does not apply to photographing, filming, or recording of patient care or other activities necessary for hospital use, including, but not limited to, photographs and recordings used for a patient’s medical record and care, performance improvement and teaching. Such activity is covered by the UHS Conditions of Admission/Treatment consent form. Family members or visitors that may be captured in photography for treatment or other internal use such as education and training must be given an opportunity to move out of the range of the image.

D. Personnel who take video/photography are responsible for ensuring the deletion of the images from the camera device as soon as the images have been recorded in the patient’s medical record or alternative secure location, or when the image is no longer needed for the purpose for which it was created.

Non-Authorized Video & Photography of Patients by Staff
To protect the privacy of patients, except as authorized above, the use of digital camera or video functions of cell phones or other electronic devices by staff is prohibited.

Video & Photography of Staff, Hospital Spaces and Environments
Video/photography of staff during the performance of patient care or procedures is not permitted, except when the video/photography is being taken for authorized educational/training purposes and the staff has been informed that performance of patient care may be filmed for this purpose. As a matter of personal courtesy and the protection of privacy, consent should be obtained before the video/photography of any staff member. Video/photography of staff is restricted to public or staff-only areas and should not disclose corporate and/or proprietary information, hospital work environments, or any patient information.

Sanctions for Violations
Outside vendors and company representatives that violate this policy will be escorted from the premises and may be prohibited from future interaction with UHS. UHS staff that violates this policy will be subject to corrective action up to, and including, discharge.

UHS reserves the right to review and destroy any photography or video recordings taken at a UHS facility.