

<p style="text-align: center;">The University of Texas SOUTHWESTERN MEDICAL CENTER At Dallas</p>	<p style="text-align: center;">Privacy Compliance Program Privacy Manual</p> <p style="text-align: center;">Section 7: Standard Protocols for Uses, Disclosures and Requests of PHI</p> <p>Policy No: 7.6 Last Revised: August 4, 2003 Effective Date: April 14, 2003</p>
<p>Media Activities</p>	

POLICY:

UT Southwestern Workforce are required to obtain an individual’s prior written authorization before using or disclosing PHI for media related activities.

PROCEDURE:

1. General Rules.
 - a. UT Southwestern Workforce may not use or disclose PHI for media activities without the prior written authorization from the Individual. Media activities include print, broadcast and internet communications.
 - b. Workforce may use and disclose PHI for media activities only to the extent specifically permitted by the Individual’s written authorization. The minimum necessary rule does not apply to uses or disclosures conducted pursuant to a valid authorization. However, Workforce will take precautions to ensure that the uses and disclosures of PHI do not exceed the scope of the authorization.

2. Specific Protocols
 - a. UT Southwestern Workforce will direct all inquiries, internal and external, for access to PHI for media activities to be handled by the Office of Public Affairs, News and Publications. Hospital Staff will contact the Director of Community Relations who will coordinate with News and Publications.
 - b. News and Publications will have departmental procedures for using and disclosing the PHI of UT Southwestern patients for media activities.
 - i. News and Publications will have departmental procedures for requesting access to the PHI of patients of another health care provider or facility. To the extent that UT Southwestern Workforce members (e.g. physicians) are subject to the policies and procedures of another facility pertaining to media activities involving the facility’s patients, the News and Publications will coordinate as appropriate with the other facility to ensure compliance with those policies and procedures.

LEGAL REFERENCES:

45 C.F.R. § 164.510(a) (2001); 65 Fed. Reg. 82462, 82531-32, 82664, 82684 (Dec. 28, 2000); 67 Fed. Reg. 53182, 53237-38 (Aug. 14, 2002)