

INFORMED CONSENT FOR UNMC MEDIA

Basis for Policy

It is the responsibility of any University of Nebraska Medical Center (UNMC) department seeking an audio-visual media production to safeguard the right to privacy of all patients, staff and others involved in the production by verifying proper informed consent has been obtained.

Policy

It is the policy of UNMC to obtain the appropriate legal authorization from all participants before they are involved in the production of audio-visual media for educational or informational purposes.

Any protected health information included in the production of audio-visual media will be utilized in accordance with UNMC Policy 6057, Use and Disclosure of Protected Health Information ([https://wiki.unmc.edu/index.php/Protected_Health_Information_\(PHI\)](https://wiki.unmc.edu/index.php/Protected_Health_Information_(PHI))).

The Media Authorization Form [CON-0043 (Rev. 7/03)] can be obtained from Public Affairs in small quantities or in bulk through UNMC Shipping/Receiving (<https://info.unmc.edu/business-finance/shipping-receiving/>).

NOTE: If the news media is involved in the production, see the News Media section of UNMC Policy No. 6001, Public Affairs (https://wiki.unmc.edu/index.php/Public_Affairs/).

Definitions

Audio-visual media include photographs, printed materials, television programs, video/audio recordings, video teleconferencing, internet displays and other image transmission and/or displays.

Participants include patients and their families and/or visitors, UNMC students, employees and volunteers, and others who are asked to participate in the production of audio-visual media for UNMC, its partners and affiliates.

Protected Health Information (PHI)

Individually identifiable health information including demographic information, collected from an Individual, whether oral or recorded in any medium, that:

- is created or received by UNMC/ACE; and
- relates to the past, present or future physical or mental health or condition of an Individual; the provision of health care to an Individual; or the past, present or future payment for the provision of health care to an Individual and identifies the Individual or with respect to which there is a reasonable basis to believe the information can be used to identify the Individual.

PHI includes genetic information, which includes information about:

- an Individual's genetic tests;
- the genetic tests of an Individual's family members; or
- the manifestation of a disease or disorder in such Individual's family members (i.e., family medical history).

PHI excludes:

- individually identifiable health information of a person who has been deceased for more than fifty (50) years.
- education records covered by the Family Educational Rights and Privacy Act (FERPA); and
- employment records held by UNMC in its role as employer.

Additional Information

For more detailed information, see Obtaining Informed Consent for UNMC Audio-Visual Media Production and Distribution Procedures (https://wiki.unmc.edu/index.php/Informed_Consent_for_UNMC_Media_Production_and_Distribution_Procedures/).