INFORMED CONSENT FOR UNMC MEDIA

Basis for Policy
It is the responsibility of any University of Nebraska Medical Center (http://www.unmc.edu) (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)).

The Media Authorization Form [CON-0043 (Rev. 7/03)] can be obtained from Public Affairs in small quantities or in bulk through UNMC General Supply (http://info.unmc.edu/procurement/general-supply).

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) is individually identifiable health information. Health information means any information, whether oral or recorded in any medium, that:

- is created or received by UNMC; 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.

Records containing PHI, in any form, are the property of UNMC. The PHI contained in the record is the property of the individual who is the subject of the record.
