information may be released by the appropriate hospital official: confirmation of the patient's name and a one-word medical condition (good, fair, serious, critical, deceased).

A. GOOD

1) Vital signs stable and within normal limits.

2) Patient conscious and comfortable.

3) Prognosis good or excellent.

B. FAIR

1) Vital signs stable and within normal limits.

2) Patient conscious but may be uncomfortable and may have minor complications.

3) Favorable prognosis.

C. SERIOUS

1) Vital signs unstable and not within normal limits.

2) Acutely ill with questionable prognosis.

3) Predicted outcome is questionable at this point.

D. CRITICAL

1) Vital signs unstable and not within normal limits.

2) Patient may be unconscious.

3) Predicted outcome is highly questionable at this time.

E. DECEASED

1) Patient has expired.
5. If a patient or guardian signs a consent for release of information, the following information may be released: name, age, sex, hometown, occupation, type of medical problem or extent of injuries, as well as a one-word medical condition.

6. Parkland does not release health care information about patients without the written permission of the patient or the legally authorized representative of minors, incompetent or psychiatric patients. In responding to inquiries from outside agencies or organizations, the appropriate hospital official may only confirm the patient’s name and a one-word condition statement unless the patient or legally authorized representative has given written permission for health care information to be released. A copy of the signed consent form will be kept in the Corporate Communications department.

7. If a patient requested a “No Information” status, no information, including their presence and one-word condition, is to be given.

8. An adult patient or parent/guardian of a minor may agree to the release of information to the media and shall give written permission if (s) he is to be interviewed or photographed. All requests by the media to interview patients will be handled by the Corporate Communications department. A copy of the signed consent form must be kept in the Corporate Communications department.

9. No hospital employee may be interviewed regarding patients or hospital policy, plans, etc., without the authorization of the Director of Corporate Communications or designee. All requests for interviews should be directed to the Corporate Communications department. Interview, photo or videotaping sessions must be arranged and staffed by Corporate Communications or their designee.

10. The media is not allowed in any patient area unless approved and accompanied by Corporate Communications staff or their designee. If media personnel are seen in patient care areas unaccompanied, staff should notify the Dallas County Hospital District Police Department.

11. Media requests for information about the policy governing the release of patient health care information should be forwarded to Corporate Communications.

12. When a patient or government agency involved has a spokesperson, and this person is accessible to the media, Corporate Communications will direct media inquiries concerning the patient to that spokesperson.
13. If certain events generate extensive media interest after business hours, the Administrator-on-Call, the Nursing Administrative Officer or the Emergency Department Charge Nurse should contact the Director or staff members of Corporate Communications by pager to advise them of the situation and to request assistance.

14. Patients may not be filmed or photographed by the news media in such a way that the patient could be identified unless the patient, guardian or other responsible party signs the appropriate hospital consent form.

15. Guidelines regarding media request to film, photograph or interview patients:

A. No films or photographs of individual adult patients without their written consent - unless they cannot be identified in the resulting photo or film.

B. No close-up films/photos of individual infants or children without parental consent, nor will the nature of the child’s malady be provided to the media for placement in cutlines, text or script without similar consent.

C. Parental consent is not required for wide-angle or telephoto shots of several infants/children, as long as none can be identified.

D. While videotaping, signage may be displayed to inform patients that videotaping may be occurring while services are provided. (Example: "Videotaping is Under Way.") Or, Corporate Communications staff will verbally announce that filming is taking place. They will tell who is doing the filming, the nature of the filming and where the footage will air. If a person chooses not to be filmed, they may move from the area.

E. No filming or photographing of patients for articles unrelated to the patients or Parkland.

F. No filming in AIDS clinic or Victim Intervention/Rape Crisis Center (VIP) during clinic hours.

G. No routine filming in the special care nursery or other intensive care units.

16. Corporate Communications will attempt to accommodate reasonable requests in arranging locations and timetables for interviewing, photo or filming sessions.
17. Exceptions to the above must be approved by the Director of Corporate Communications or designee.

18. During major news events or breaking news, the designated area for media use is located in the media lot north of the emergency department parking lot off of Harry Hines Boulevard. Recognizing the media’s need for timely information, the appropriate hospital official will release patient health care information updates, advising media representatives in advance when to expect the next update if known.

19. In the event that a patient or a patient’s relative contacts the news media or public officials about treatment at Parkland, the hospital’s authorized spokesperson may disclose information about the patient’s healthcare relevant to the complaint, but not breach confidentiality of the medical record.

**EQUIPMENT:**

N/A

**DEFINITIONS:**

N/A

**REFERENCES:**

N/A