

Enloe Health Media Policy

Enloe Health recognizes the importance of print, broadcast, and online media in keeping our community well informed.

This policy outlines guidelines for members of the media to ensure the protection of patient rights, confidentiality, and the safety of patients and their loved ones.

Media refers to journalists, individuals in the communications industry and profession, and others who communicate information to the public through print, radio, television, online, or any other communication medium.

GUIDELINES:

Interviews, photography, or videography

- Any interview, photo shoot or video shoot requires coordination through the Marketing & Communications department.
 - Examples include:
 - Interviews with patients, employees, or volunteers
- All questions from media concerning Enloe Health and its services must be directed to the Marketing & Communications department. Marketing & Communications professionals at Enloe Health can be reached Monday through Friday, from 8 a.m. to 5 p.m.
- Media members may not enter Enloe Health's buildings or premises without being accompanied by a member of the Marketing & Communications team. Photos and video may not be captured on Enloe Health's properties without a member of the Marketing & Communications team present, in order to protect and preserve patient privacy.
- Unescorted media representatives will be reported immediately to the Marketing & Communications department and/or Enloe Health Private Security.

Contacting the Marketing & Communications Department

- Inquiries from media concerning Enloe Health, its services, or patient information must be referred to the Marketing & Communications Department leadership.
- During normal hours of operations (M-F 8 a.m. to 5 p.m.), contact with the Marketing and Communications department can be made as follows:
 - Media Phone Line: 530-809-6083 (call or text is acceptable)
 - Email: marketing.communications@enloe.org
- Outside of normal business hours, media is referred to the Nursing Administrative Supervisor.
 - Nursing Administrative Supervisor: 530-332-7945
- Medical information regarding a patient will not be disclosed unless written authorization for the disclosure has been given by the patient or their legal representative.

PATIENT RIGHTS

- When media representatives request the privilege of interviewing, photographing, recording, or filming a patient on Enloe Health premises, such permission must be coordinated through the Marketing & Communications department. This request may be given only if:
 - in the opinion of the attending physician the patient's health will not be jeopardized AND,
 - the patient has given their consent by signing an Enloe Health Consent to Photograph and Authorization For Use Or Disclosure form.
- The patient has the right to refuse to sign the Consent/Authorization without penalty.

IDENTITY OF PHYSICIAN

- An attending physician's name may not be given to news media without the prior permission of the physician.

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Enloe Health is a proudly independent, nonprofit system offering an array of health care services. For more information, please call 530-332-7300 or visit us at www.enloe.org.