

VALLEYCARE
OLIVE VIEW-UCLA MEDICAL CENTER
POLICY & PROCEDURE

NUMBER: 104
VERSION: 2

SUBJECT/TITLE: PUBLIC INFORMATION AND MEDIA ACCESS POLICY

POLICY: ValleyCare shall comply with the policies of the Los Angeles County Department of Health Services regarding release of information to the news media. ValleyCare will cooperate with the news media to the extent possible consistent with patient care needs, applicable laws and regulations, rights of patients and staff, safety, and accepted hospital-industry standards and practices.

PURPOSE: To establish ValleyCare policy regarding public information, access to its facilities, patients and staff by the news media.

DEPARTMENTS: All

DEFINITIONS:

PROCEDURE: Media inquiries shall be referred immediately to Public Information Officer or the Chief Executive Officer through appropriate organizational channels. The ValleyCare Public Information Officer is the person designated to manage all inquiries by the news media and to provide assistance as needed. In all instances, if the Public Information Officer is not immediately available, the Chief Executive Officer, Executive Staff designee, or the DHS Office of Communications shall be consulted to determine the appropriate course of action to follow. During off hours, the Administrative Nurse on Duty will represent ValleyCare.

Release of information about patients shall be consistent with the principles adopted by the California Association of Hospitals and Health Systems.

ValleyCare shall maintain full cooperation with community groups and news media in disseminating information on health matters vital to the public interest and in assisting news media in developing sources of information to permit accurate reporting on health issues.

Due to the urgency, sensitivity and potentially far reaching effects of these inquiries, managers and staff shall not attempt to respond but immediately refer all inquiries to the Public Information Officer or Hospital Administration. Staff should courteously inform the news media representatives that their request will be given immediate attention.

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The Public Information Officer, Chief Executive Officer, or designee will notify the Department of Health Services' Office of Communications to ensure that the Director of Health Services is made aware of matters being considered by media personnel.

If the news media appear on site without prior notification, contact the Public Information Officer or Hospital Administration immediately to determine the course of action to be taken.

References:	
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