

**Texas Tech University Health Sciences Center
HIPAA Privacy Policies**

Use, Disclosure and Disposal of PHI	Policy 4.8
Disclosing Protected Health Information to Media	Effective Date: July 5, 2016
References: http://www.hhs.gov/ocr/hipaa HSC HIPAA website http://www.ttuhscc.edu/hipaa/policies_procedures.aspx	

Policy Statement

It is the policy of the Texas Tech University Health Sciences Center (TTUHSC) to secure confidentiality of protected health information released (PHI) regarding request for patient information from the media.

Scope and Distribution

This policy applies to all PHI maintained by TTUHSC. It does not apply to health care information of inmates seen or treated by TTUHSC providers.

Definitions

Refer to [HPP 1.1 for Glossary of HIPAA Terms](#)

See [Old/New HIPAA Policy Number Cross Reference Chart](#)

Procedure

Media access to HSC facilities is coordinated through the TTUHSC Office of Communications and Marketing. Media requests to use patient images or other PHI are made to the Office of Communications and Institutional Privacy Officer or Regional Privacy Officer. Patients must grant authorization via [Consent and Release to Use Image or Information](#) form ([OP 52.15](#)). In the event news media are granted access into patient areas by the TTUHSC, the Office of Communications and Marketing and the TTUHSC Institutional Privacy Officer or designee will accompany the news media representative(s) through the patient areas to monitor patient privacy issues.

Knowledge of a violation or potential violation of this policy must be reported directly to a Regional Privacy Officer, the Institutional Privacy Officer or to the employee Compliance Hotline at (866) 294-9352 or www.ethicspoint.com under HSC.

Approval Authority

Questions regarding this policy may be addressed to the Regional Privacy Officer ([Amarillo](#), [Permian Basin](#), [Lubbock](#)), the [Institutional Privacy Officer](#), or the [Institutional Compliance Officer](#).

Responsibility and Revisions

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This policy may be amended or terminated at any time to reflect changes in TTUHSC operating policies or applicable laws and regulations.