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Owner Amber Royer:
Compliance Specialist
Policy Area Organizational Policies
Applicability Onslow Memorial Hospital

Photographing, Recording, or Filming of Patients and Staff

POLICY:

- A. **Photos of patients for clinical purposes.** Photographs and videotapes intended for clinical use purposes, which are taken at the direction of Hospital staff or other medical provider in connection with the delivery of patient care are considered part of the medical record and do not require an authorization/consent.
- B. **Photos of patients for hospital purposes.** It is the policy of Onslow Memorial Hospital to obtain an authorization from the patient (i.e., patient’s consent and approval) prior to any photography, recording or filming of the patient for Hospital internal use purposes (such as performance improvement and education) or for Hospital external use purposes (such as commercial filming for marketing or publicity purposes).

The form entitled “Authorization and Release to Use Likeness/Information” will be completed and retained as part of the patient’s medical record. In all cases, patients have the right to refuse consent, to stop the filming process at any time, and to rescind consent for use up until a reasonable time before the film or photograph is used.

Non-hospital employees taking photos or videos of patients for hospital purposes must sign a hospital confidentiality statement to protect the patient’s identity and confidential information. Non-hospital employees must be accompanied by an OMH staff member at all times while they are within the patient care areas.

- C. **Photos of patients for non-clinical and non-hospital purposes.**
 - 1. Still photographs and videos of a patient, other than a newborn, taken for the benefit of the patient or the patient’s friends/family are permitted when the patient does not object, it is not prohibited by the patient care unit, and it is not disruptive to the staff or other patients.

When a patient uses a third party for photos/videos, the patient will complete the form entitled: "Acknowledgement And Release Regarding Photographs For Non-Clinical Purposes."

2. **Obstetrical patients.** Photos and videos taken by a patient's friend or family member in Labor and Delivery are limited to early labor and post delivery. Filming may be suspended at any time at the discretion of the labor and delivery staff.
3. **Photos taken for study programs.** Photographs and video taken by a student in a work-study program, internship, or as a required part of any other academic program are not taken for clinical purposes and shall not be made a part of the patient's medical record. Prior to these photographs or any video being taken, the patient must complete the form entitled: "Acknowledgement And Release Regarding Photographs For Non-Clinical Purposes."

D. **Photos of staff or other providers.** Photos or videos of hospital staff or other medical service providers are not permitted without express consent of those individuals in the photo/video. The taking of photographs or videos of staff or other providers potentially distracts or otherwise interferes with the provision of care and is prohibited without permission of the staff member or other provider.

COPY

Attachments

[Photo release form.pdf](#)

Approval Signatures

Step Description	Approver	Date
CEO Approval	Penney Burlingame: CEO	07/2023
CNO Approval	Rose Morgan: Chief Nursing Officer	07/2023
Compliance Officer Approval	Erin Tallman: None	06/2023
Initial Draft/Edit	Amber Royer: Compliance Specialist	06/2023

Applicability

Onslow Memorial Hospital