



POLICY: PUBLISHING / MARKETING / MEDIA ACTIVITIES

Section: General Policies	Responsibility: CEO
Effective Date: 8/80	Procedure Number: HP 7
Reviewed/ Revised: 5/05, 4/08, 8/11, 3/14	Related Policies:

Publishing

HealthNet staff is encouraged to become engaged in publishing activities. Any article or other publication relating in any way to HealthNet or its patients must have the approval of the Chief Executive Officer, with counsel from the Chief Development and Corporation Communications Officer.

The HealthNet, Inc. Board of Directors will be made aware and have final approval authority over any publishing activity expressing views of the organization.

Any compensation from publishing activities will be dealt with according to IU Health Partners' policy.

Marketing/Media

Marketing and media activities must have the approval of Senior Management and the Chief Development and Corporation Communications Officer. Any activities involving patients/clients or staff must adhere to IU Health's Administrative policy # ADM 1.20 "Information Security and Confidentiality."

Staff, as the "information customer" have the responsibility

- To protect the patient's privacy and confidentiality
- To protect patient/client information from against unauthorized access and use
- To protect patient/client information from abuse
- To obtain an authorized signature on a HealthNet Media Participation form

HealthNet will coordinate all external activities through HealthNet's Development, Marketing & Corporate Communication Department.