



Media Guidelines

Patient Information

In accordance with laws*, news media must provide the patient's name before the release of any patient information. Baptist Health will not release information about:

- Patients who request that no information be released.
- Patients who are involved in domestic violence, rape, sexual abuse, child/elderly abuse, chemical dependency or attempted suicide.
- Patients in danger as determined by law enforcement officials.
- Patients who are under the age of 18, without a parent or legal guardian's written consent.
- Patients discharged who have not given written consent.

Release of patients general condition and information:

As long as the patient has not requested that information be withheld, Baptist Health may release the patient's one-word condition and location as long as the patient name is provided and the patient has signed their Notice of Privacy Practice. One-word conditions are: good, satisfactory, serious or critical.

Media Interviews

Baptist Health must approve requests for interviews and photos with patients, physicians or employees at Baptist Health facilities before scheduling.

Written consent will be requested from the interviewee, who will be accompanied at all times in Baptist Health facilities.

Baptist Health employees and physicians regularly participate in live reports when possible. Talk to a public relations representative for approval and security clearance, and to determine an appropriate location before dispatching a satellite truck for a live shot. By phone: (501) 202-2500 or (501) 202-2000 (after hours).

** All policies are in accordance with the Health Insurance Portability and Accountability Act's privacy rule and the American Hospital Association's "Guide for the Release of Information on the Condition of Patients." Guidelines are consistent throughout Baptist Health facilities.*