



We Treat Kids Better

## Media Relations Policy

To effectively welcome the media to Children's Hospital Los Angeles, the Media Relations Department has established the following guidelines for arranging interviews, filming, or photo opportunities.

### **Institutional References:**

Reporters must identify Children's Hospital Los Angeles staff by their Children's Hospital title in stories related to the staff member's work or role at Children's Hospital Los Angeles.

Reporters are asked to use the complete name of the institution - Children's Hospital Los Angeles - when referring to it in a print or broadcast story.

### **Interview Requests:**

Please call Media Relations to arrange all interviews or background conversations with any member of Children's Hospital Los Angeles staff. Media Relations tracks all inquiries from the media, and when appropriate, can provide additional or more appropriate sources for your story.

### **Condition Reports:**

Under the Health Insurance Portability and Accountability Act (HIPAA) of 1996, no information other than a one-word condition (i.e., critical, serious, fair, good) on a patient's medical status is made available to any member of the media when a name is provided. Any more information would require a written authorization from a patient's parent or guardian which would be obtained by Media Relations.

The conditions are as follows:

- **Good** - Vital signs (blood pressure, heart rate, respiratory rate, temperature) are stable and within normal limits. The patient is comfortable and conscious; outlook is excellent.
- **Fair** - Basically the same as good condition, except the patient may be uncomfortable; outlook is favorable.
- **Serious** - Vital signs may be unstable and not within normal limits. Patient is considered acutely ill; outlook is questionable.
- **Critical** - Vital signs are unstable and not within normal limits. The patient may also be unconscious; outlook is not favorable.

### **Visiting Hospital Property:**

Advance notice of on-site interviews is necessary so Media Relations staff can arrange for a room for media interviews or film shoots, notify the patient care areas involved and line up the appropriate patients, families and Children's Hospital Los Angeles staff for your story.

To protect the privacy of all other CHLA patients and families, Media Relations must accompany all reporters, film crews and photographers on the CHLA's campus or any satellite office.