

Texas Tech University Health Sciences Center El Paso HIPAA Privacy Policy

Policy: Using and Disclosing PHI-Disclosing Protected Health Information to Media	Policy # HPP 4.8
Effective Date: July 5, 2016	Last Revision Date: July 16, 2024
References: https://www.hhs.gov/hipaa/index.html	
TTUHSC El Paso Institutional Compliance Website: http://elpaso.ttuhscc.edu/compliance/	

Policy Statement

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

Scope

This policy applies to all PHI maintained by TTUHSC El Paso.

Policy

Media access to TTUHSC El Paso facilities is coordinated through the Office of Institutional Advancement (IA)'s External Communications unit. Media requests to use patient images or other PHI are made to the Assistant Vice President for Marketing & Communications in Institutional Advancement and Institutional Privacy Officer. Patients must grant authorization via [Consent and Release to Use Image or Information form \(HSCEP OP 52.15A\)](#). In the event news media are granted access to patient areas by TTUHSC El Paso, the Office of Institutional Advancement and the TTUHSC El Paso 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 the Institutional Privacy Officer or the Fraud and Misconduct Hotline at (866) 294-9352 or www.ethicspoint.com under the Texas Tech University System.

Frequency of Review

This policy will be reviewed on each even-numbered year (ENY) by the Institutional Privacy Officer, Office of Institutional Advancement and the HIPAA Privacy and Security Committee, but may be amended or terminated at any time.

Questions regarding this policy may be addressed to the Institutional Privacy Officer or the Institutional Compliance Officer.

Review Date: 7/8/2024

Revision Date: 7/18/2017, 9/15/2020, 5/17/2022, 7/16/2024