

Endorsement, External Video &/or Photo Request Guidelines

Purpose: These guidelines serve as a framework to determine if a Spectrum Health team member or the organization will endorse a vendor or product (including explicit or implied endorsements) or will allow an external organization to shoot photos or videos at a Spectrum Health facility.

Endorsements, whether explicit or implied, can be powerful marketing tools. They include testimonials about products, quotes for news releases or brochures, the Spectrum Health logo or name placed on websites or lists of customers, speaking requests and more. Additionally, many vendors and outside organizations request access to Spectrum Health locations to capture video or photography for their marketing or training purposes.

The decision to grant access and support these efforts is a business decision requiring approval from the relevant service line/department vice president(s) or entity president(s) and, if medically relevant, from the vice president of medical affairs. Requests may also need approval from other areas, including the Incident Command Center if one is operational when the request is considered.

Video and photo requests and written endorsements require a commitment of time and resources by the requesting department to manage and supervise the video or photo shoot or work on the language for the endorsement.

If necessary, the System Communications & Marketing public relations team can guide the requesting unit in accruing input from various areas (Legal, Compliance, Risk, etc.). However, the responsibility for conducting these steps is with the requesting unit. The PR team also will provide guidance to the unit for executing the video or photo shoot appropriately with the unit's personnel.

For any type of explicit or implied endorsement, the following steps must be completed:

1. A formal, written request from the requesting organization must be submitted, including the following information:
 - What is the specific request?
 - Why is the request being made – how will this material be used?
 - If video or photography is involved, a shot/taping list must be submitted. It must detail where they wish to shoot, how long they plan on shooting, when they would like to shoot (no guarantees) – both date and length of time (we don't want to disrupt operations or patient care – so it may be at odd hours) and what employees, if any, are to be interviewed or visible. This request can be submitted via email to the associated department uplines and VP and PR team.

2. The requesting department completes an SBAR to send to approving areas and people. As necessary, attach supporting documentation, such as the vendor's written request. Approvers always include Risk/Legal and affected VPs and may include others as listed below:
 - Legal. If the request receives VP/president approval, the asking department must send the request to legal, which will determine if a contract is required. Legal will develop a contract, if needed, and it will likely have fees associated with it to be paid by the vendor. Under new tax guidelines, a fee must be paid if any photos or video are shot in areas where construction was financed by certain bonds. Legal works with facilities to determine what, if any, fees are required. Please allow several weeks for this step to be completed.
 - Director of Organizational Risk to coordinate approvals as needed with:
 - Clinical risk/Insurance
 - Compliance
 - Privacy
 - Additional legal reviews outside of contracts
 - VP of any units/departments involved. Note: more than one area may be involved. For example, if construction were recently completed in the ED and the construction company wanted to take photos to show their good work, both the ED and facilities (which manages construction projects) would need to agree that the vendor's work met expectations and could be photographed for use in the vendor's marketing materials. VPs are encouraged to consider the following:
 - What is the status of Spectrum Health's relationship with the vendor or organization? How significant is the relationship? How long term? (Keep in mind that even after a vendor contract expires, any produced materials live on).
 - What is the ROI for Spectrum Health as a system by assisting/participating in this request?
 - Is there adequate time for the approval process?
 - Supply chain (to determine if a vendor is in good standing)
 - VP Medical Affairs (to determine if physicians involved are in good standing)
 - Direct supervisor (to determine if front line team members are in good standing)
 - Others, as necessary
3. Vendor or vendor's photography/video provider must provide a certificate of liability insurance prior to shooting.
4. The vendor must agree to allow the requesting department as well as Spectrum Health's legal and PR departments to review and approve the final product to ensure it meets organizational standards. In addition, the vendor must understand that any Spectrum Health approval is only applicable to the original project request and must be re-obtained if the produced material is to be repurposed.
5. Once these steps are completed, the photography/video shoot can be scheduled. Note: It is the responsibility of the requesting department or team to schedule rooms and staff for shoots. In addition, the requesting department is responsible to provide an escort for all

photo and video shoots. PR can provide training to the requesting department regarding escorting.

6. The Spectrum Health team member escorting the photography/video crew is responsible for assuring that no HIPAA violations take place during the shoot, such as capturing images of patients in the background, computer screens with patient information or materials containing patient information. In addition, the escort is responsible for making sure that all Spectrum Health staff participating on camera sign consent forms. Consent forms are available on [InSite](#), and PR can advise on how to use them. Signed consent forms should be kept in the requesting department as well as sent to PR. If the vendor's crew has any consents or contracts to be signed, the requesting department must assure the documents are reviewed by legal.