

Regulations for producing reports and for similar media communications inside or from Zurich University Hospital (USZ)

By prior arrangement, Zurich University Hospital allows reports and similar media productions inside or from Zurich University Hospital to the extent permitted by operational and legal constraints. Patient and employee confidentiality is of central importance in such circumstances. Zurich University Hospital must ensure that data is protected, whereby health data require a particularly high level of protection. Needless to say, there must also be no risk to patient safety. For these reasons, media representatives must observe the following regulations when producing reports and similar media communications:

1. Unless the following regulations state otherwise, the media agency or media representatives shall comply with the declaration of the obligations and rights of journalists, and with the corresponding code of practice of the Swiss Press Council.
2. The media representatives or media agency must provide a written statement concerning the subject-matter of the proposed media communication, and where and when it is expected to be published.
3. Access to the rooms shall be organised by Zurich University Hospital. Such access may be restricted in order to protect patients, and to ensure that hospital operations are not disrupted.
4. The media agency or media representatives acknowledge that patients and employees of the USZ can exercise their individual rights vis-à-vis the media agency or media representatives with respect to reports, interviews and similar media communications.
5. Audio and/or image recording of patients or employees of the USZ requires the express consent of the persons involved, or of their legal representatives. This consent is normally obtained and documented by Zurich University Hospital. Persons who have not given their consent must not be identifiable in the media communication (e.g. fellow patients on a ward).
6. An authorised person from the corporate communications department of Zurich University Hospital shall be present when reports or similar media communications are produced.

7. Audio and image recordings or interviews may be used only for the intended media communication, and only for the purpose on the basis of which permission was granted. Any more specific use or a different use requires the consent of the persons involved.
8. Consideration must be shown to the persons working in Zurich University Hospital. They must not be prevented from doing their work.
9. In order to ensure that there is no disruption to hospital operations, especially in emergency situations, competent persons at Zurich University Hospital have special authority to ask that the media agency or media representatives halt production of a media communication, and/or leave the room until further notice.
10. Additionally, the instructions of the competent executive bodies of Zurich University Hospital must be complied with.
11. The media communication involves:

Media agency: _____

Journalist: _____

Subject: _____

Received and noted:

Place, date

Media agency or media representative

Place, date

Representative of the communications department

Amendment

Subject: _____ Journalist/Media agency: _____

Consents of patients and/or USZ personnel.

Persons concerned:				Urteils- fähigkeit ja/nein	Visum Vertreter USZ- Mitarbeitende	Visum Vertreter Kommunikations- abteilung
Name	First name	Date of birth	Signature			