



July 15, 2010

To: Penn Medicine Faculty and Staff  
From: Susan Phillips  
Re: **Filming at Penn Medicine**

There are many opportunities where photography, videos and other types of filming efforts create a positive view of our collective, and at times, your individual work. News crews and longer format producers and cameras are frequently in our buildings, and both the Public Affairs and General Counsel's offices are actively involved in assuring that filming proceeds in the safest and most respectful manner possible. The protection of patient safety and individual privacy is always our paramount concern, but the rapidly evolving electronic age requires the consideration of many other facets when images are developed. To avoid last minute problems, I wanted to highlight the general rules for any filming, photography or recording to occur on our premises.

- All photography/filming must be cleared in advance with the Communications office in Public Affairs (215 662-6250). The only exception to this advance clearance is for internal filming for patient diagnosis, treatment or quality improvement purposes. Security is aware of this requirement and will assist in compliance.
- With the exception of news crews, professional filming in and around our buildings, e.g., for the creation of TV shows, documentaries, CME, patient education, requires a Penn location agreement and proof of insurance by the company. The location agreement must be executed and the proof of insurance presented prior to any filming commencing. Please note that location agreements can require as long as 10 days to negotiate and complete. Further, special precautions need to be taken when a vendor is involved to ensure that there is no overt or implied endorsement created on film and the use of our name by any for-profit company requires my approval.
- Where Penn has engaged a third party company to create content on its behalf, the Office of General Counsel must be contacted to assist in

documenting the exact relationship and to assure that there is no unauthorized use of the Penn content.

- Anyone - faculty, staff, patients and visitors - who is filmed, must consent to having their images used by signing a Penn release form. When patients are being filmed, we need to secure the appropriate HIPAA authorization forms prior to sharing any information about the identity of the patient with the filmmaker.
- Non- Penn staff who are onsite for the project need to be pre-screened medically to ensure the health and safety of our patients and workforce. This screening may include proof of immunizations.
- Filming/photographing in any patient care or laboratory area, including vivaria, other than for treatment purposes, requires an escort from the Communications staff.

There may be additional requirements depending on particular circumstances, but the above represents the critical elements and each is designed to protect patients, our faculty and staff, and our institution. Should you have a project, the Communications office will assist you with meeting these requirements. I would be happy to answer any questions and appreciate everyone's support of complying with these important requirements.