

Guidelines for Use of Personal Electronic Devices, Social Media, Blogging and Social Networking

Protection of Personal and Health Information at UF Health St. Johns

All UF Health St. Johns staff (i.e., employees, contractors, medical staff, students, suppliers, vendors, and volunteers) who are on duty or present within all UF Health St. Johns facilities, must ensure the protection of personal information related to staff, patients, and visitors. This includes protection of personal health information (PHI) and business or personnel related information through control and direction of the handling of personal electronic devices or use of social media networking or reporting.

Refer to: E- HR – Personal Electronic Device (PED), Social Media, Blogging and Social Networking Policy

Electronic Devices as Defined by UF Health St. Johns

“Devices” shall mean and include all personal hand-held or consumer electronic communication, entertainment and digital devices, including but not limited to, televisions, laptop or notebook computers, pagers, digital or film cameras, cellular telephones (including those which are camera enabled), personal digital assistants (PDAs), MP3 players, DVD players, portable CD players, cassette tape recorders, tape players, radios, hand-held games and any other devices, hardware or equipment that permit access to or storage of data; the sending, receipt, transmission or display of data, voice communications, text messages, music, sounds, games, images, or broadcast signals; or which provide access to the Internet or world wide web

Requirements for Personal Electronic Device Usage at UF Health St. Johns

- The use of personal electronic devices such as cameras, cell phones, electronic recording devices, tablets and computers while on duty are not authorized except as defined, for example by a student's supervisor (LECOM Administration and/or UF Health St. Johns Medical Preceptor).
- If personal electronic device usage is authorized by the student's supervisor, the electronic device must not:
 - present a safety hazard
 - compromise the PHI of a patient or visitor
 - interfere with performance of assigned duties
 - Interfere with operation of any hospital equipment, instrument or device
 - Emit or produce loud, obnoxious, disturbing, or annoying audible sounds, including music, "rings", or ring-tones (set audio sounds or ringer on "silent", "vibrate" or the lowest audio volume setting during working hours and in patient rooms or areas)

NOTE: Use of headphones or earbuds is encouraged provided these accessories do not impair safety, interfere with work performance or limit or detract from patient care or customer service

Use of Personal Cameras or Electronic Device Cameras are Prohibited at UF Health St. Johns

- Use of a personal camera or the camera of a cell phone, tablet or computer, by any staff member (i.e., employees, contractors, medical staff, students, suppliers, vendors, and volunteers) for any personal reason, is prohibited if taking a photograph or digital image may disclose PHI or the identity of a patient at any UF Health St. Johns facility.
 - Staff members are not authorized to take digital images or photographs of any patient, staff member or visitor for personal reasons at any time unless expressly authorized by the individual being photographed.
 - At no time may a staff member take digital images or photographs of anything related to a patient or visitor that may expose PHI.
 - At no time may a staff member take digital images or photographs of any UF Health St. Johns facility, medical equipment, procedure and/or staff for personal reasons.

Consequences of Inappropriate Usage of Personal Electronic Devices at UF Health St. Johns

Using any Personal Electronic Device for the taking, capturing, recording, copying, downloading, storing, transmitting, broadcasting or display of any data, record, image or information constituting medical records or personal health information within the meaning of HIPAA, or which action or activity itself may constitute a violation of HIPAA, shall be investigated by the hospital's Compliance/Privacy Officer and may be grounds for appropriate discipline or dismissal

Negative or Derogatory Blogging, Posting, or Tweeting Prohibited at UF Health St. Johns

- Blogging, Posting, or Tweeting any information while on-duty at UF Health St. Johns facilities is prohibited.
- UF Health St. Johns staff (i.e., employees, contractors, credentialed medical staff, students, suppliers, vendors, and volunteers) must not make an association to UF Health St. Johns facilities on a personal social media site with any negative or derogatory comments, images or photographs that are not protected speech and therefore constitute unlawful defamation. Also, any comments, images or photographs that advocate for or promote unlawful discrimination, violence, or the intentional disregard or violation of state or federal law and regulations are prohibited.