



Timmins and District Hospital

L'Hôpital de Timmins et du district

Policy Title: RELEASE OF INFORMATION/COMMUNICATIONS		
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A. Purpose

To promote and foster co-operation, transparency and goodwill by both the Hospital and the News Media.

B. Definitions

News Media: A form of media that focuses on delivering news to the general public, including print media (newspapers and magazines), broadcast news (radio and television), and the Internet (social media, online newspapers, news blogs, news videos, live news streaming, etc.).

C. Content

Every Director, and employee of the Corporation shall respect the confidentiality of matters brought before the Board of Directors, keeping in mind that unauthorized statements could adversely affect the interests of the Corporation. The overall responsibility for the maintenance of high medical care standards in the hospital is legally vested in Board of Directors and is, in turn, assigned to the appointed or elected officers of the medical staff. Accordingly, it is the responsibility of the Board of Directors of the Hospital to ensure that the community is informed of the hospitals activities, while balancing its' confidentiality obligations.

D. Policy/Procedure

As per the Hospital's Administrative By-Laws [Section 3.13(2)], "the Chair of the Board is responsible for Board communications and may delegate authority to one or more Directors, Officers or employees of the Corporation to make statements to the news media or public about matters that the Chair determines appropriate for disclosure to the media."

Media inquiries concerning the provision of medical services should be directed initially to the President and CEO or delegate who may exercise judgment in referring the matter to the Board Chair or designate and/or proper officers of the medical staff.

News Media queries regarding hospital operational matters should be referred to the communications specialist, who will then report to the President and CEO.

The Hospital's Communications Plan (including Crisis Communications) as developed and revised by the Communications Committee will be reviewed and approved by Board on a regular basis.

E. References

N/A

F. Appendices/Links

N/A