

Adventist HealthCare, Inc.
CORPORATE POLICY MANUAL
Social Networking Policy

Effective Date:	02/23/10	Policy No:	AHC 6.32
Cross Referenced:		Origin:	IT
Reviewed:	12/17/09 (New)	Authority:	EC
Revised:		Page:	1 of 2

SCOPE:

This policy applies to:

1. All Adventist HealthCare, Inc. entities including, but not limited to, hospitals, nursing homes, home health agencies, long-term care facilities, behavioral health operations, and physician practices; and
2. All AHC Members (i.e., employees, contractors, vendors, physicians, volunteers, board members and business associates of Adventist HealthCare).

PURPOSE:

Adventist HealthCare, Inc., (“AHC”) demonstrates Gods care by improving the health of people and communities through a ministry of physical, mental and spiritual healing. In keeping with our core values of respect, integrity, service, excellence and stewardship (“RISES”), AHC has developed this policy to ensure responsible and appropriate use of Social Networking.

POLICY:

1. Background

Use of social networking sites such as Facebook, Twitter, LinkedIn, and others has grown in popularity as a means of both personal and business communication. However, social networking in the healthcare setting has many risks, such as accidental release of a patients Protected Health Information (“PHI”) to inadvertently downloading a malicious virus that impacts AHC information systems. AHC’s Policy on Social Networking is designed to allow limited use of social networking for legitimate AHC business purposes, and provide guidelines that are consistent with the AHC Code of Conduct for AHC members.

2. Social Networking Approved by AHC

- a. In general, access to social networking sites by AHC Members will be restricted by AHC. However, subject to the approval process described below, AHC and/or its Entities may utilize social networking sites for legitimate business purposes that further the mission and values of AHC.

- b. Approval Process:

All Entity requests for access to Social Networking will initially be vetted by the Entity in a procedure to be developed by each Entity President. Once vetted by the Entity, the request will then be sent to the AHC Office of the Chief Information Officer (“CIO”) for approval. The CIO will develop approval procedures to meet the requirements of this policy.

Adventist HealthCare, Inc.
CORPORATE POLICY MANUAL
Social Networking Policy

Effective Date:	02/23/10	Policy No:	AHC 6.32
Cross Referenced:		Origin:	IT
Reviewed:	12/17/09 (New)	Authority:	EC
Revised:		Page:	2 of 2

3. Personal Social Networking (Non-AHC approved)

- a. AHC does not prohibit AHC Members from having personal social networking usage at sites such as Facebook, Twitter, or others. However, AHC Members must adhere to the following requirements:
1. Logos, names, and trademarks of AHC and/or its Entities cannot be used without written consent.
 2. Patient Protected Health Information (“PHI”) cannot be used or disclosed.
 3. You cannot speak on behalf of AHC under any circumstances.
 4. Any information on your site or blog must comply with AHCs confidentiality policies and cannot disclose AHC business information, trade secrets, or other proprietary information.
 5. Any information on your site or blog must comply with AHCs HIPAA policies.
 6. Be courteous and respectful to AHC, other employees, patients, business partners, and competitors. In particular, do not discuss AHC vendors, partners, or customers without their express written consent.
 7. Remember, there is nothing private on the internet, so please think twice about what you say in a blog or a site, as it may negatively impact you. AHC’s chief asset is its reputation and standing in the community, so AHC Members must be careful to always uphold AHC’s mission and values when using social networking sites.