

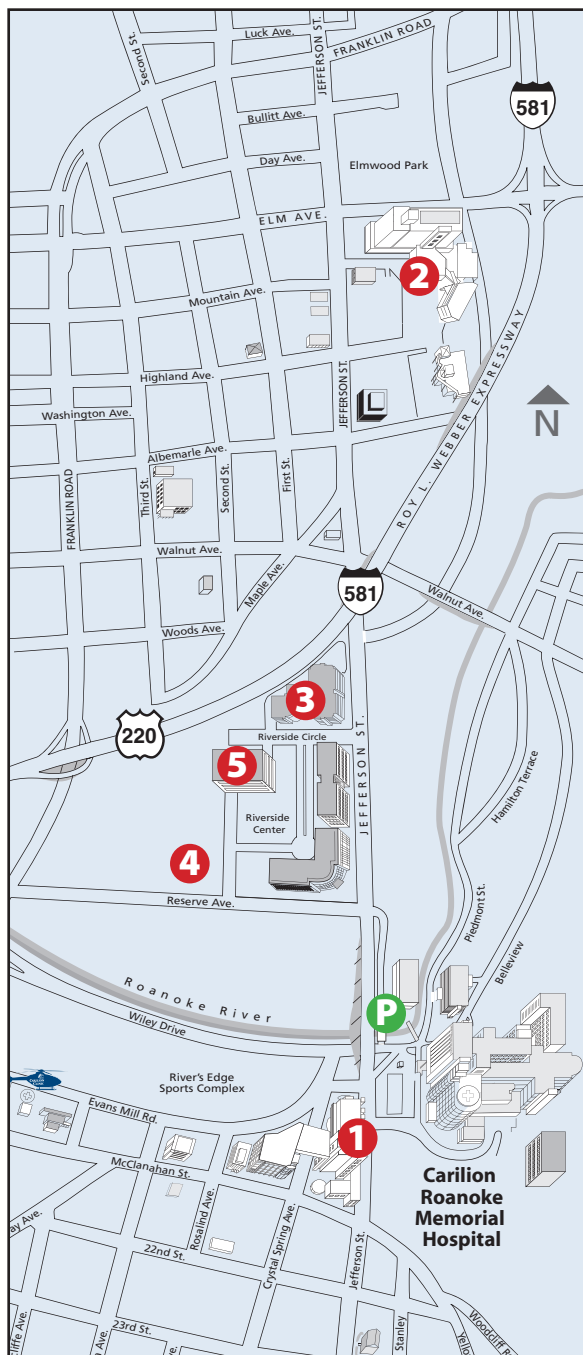
Carilion Clinic Public Relations (PR) is part of Carilion's Marketing and Communications Department and leads the news and public information efforts of Carilion and its associated organizations.

The PR team's goal is to support Carilion's mission to improve the health of the communities we serve. It is our policy to be as helpful as possible to news media representatives who seek access to our facilities, our experts and our patients, while preserving privacy expectations.

The public and the news media are welcome on Carilion's campus and in our facilities, but may not have general access.

General News Guidelines

- ❑ Interviews and photograph requests with patients or staff must be arranged in advance with PR staff.
- ❑ In all circumstances, news media representatives must seek permission to enter or videotape/ photograph on Carilion property.
- ❑ Members of the media will be escorted by a Carilion employee while on Carilion premises.
- ❑ Patients who agree to be interviewed on Carilion premises must provide prior written consent and a PR representative must be present. Hospital police will remove unauthorized media personnel from Carilion locations at Carilion's discretion.
- ❑ Media representatives working on stories at Carilion Roanoke Memorial Hospital may park in the short-term parking located next to the Riverwalk parking garage. **P**



For urgent requests, contact the Media Duty Officer at 540-525-6041

For Virginia Tech Carilion School of Medicine requests:
Alison Matthieson
acordell@vt.edu, (540)526-2603

For Fralin Biomedical Research Institute at VTC requests:
John Pastor
jdpastor@vt.edu, (540)526-2222

For Radford University Carilion requests: Mark Lambert
mlambert11@radford.edu, (540)985-9031

Breaking News/ Emergency Guidelines

Contact the Media Duty Officer at **540-525-6041** in the event of breaking news involving Carilion. Consult CarilionClinic.org for information in the event of a weather-related or other closing.

Media Staging Areas

Should a situation warrant, Carilion will notify media representatives to gather in one or more of the following locations shown on the map to limit the impact on patients and their families:

1. Rehab Auditorium:
2017 S. Jefferson St.
2. CRCH Medical Office Building:
102 Highland Ave., S.E.
3. VTC School of Medicine:
2 Riverside Circle
4. VTC field next to Riverside Center Parking Garage
5. VTC Riverside Center Parking Garage

Patient News Guidelines

Carilion Clinic staff comply with the Health Insurance Portability and Accountability Act (HIPAA) and other regulations involving patient confidentiality. Access to patients is at Carilion's discretion.

The PR team may provide a general condition report to the news media only if an adult patient is in the hospital directory and only if media representatives identify a patient by name. Condition reports include the following categories:

| | |
|---------------------|---|
| Good | Vital signs are stable and within normal limits. Patient is conscious and comfortable. Indicators are excellent. |
| Fair | Vital signs are stable and within normal limits. Patient is conscious but may be uncomfortable. Indicators are favorable. |
| Serious | Vital signs may be unstable and not within normal limits. Patient is acutely ill. Indicators are questionable. |
| Critical | Vital signs are unstable and not within normal limits. Patient may be unconscious. Indicators are unfavorable. |
| Undetermined | Patient is awaiting or undergoing physician assessment. |

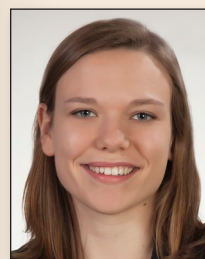
Note the following:

- ☐ A PR team member will not release information about a patient's specific medical condition.
- ☐ A PR team member will not release information about a juvenile patient without expressed written consent of the parent or guardian.
- ☐ A PR team member may not release information about victims of violent crimes in the interest of patient and/or employee safety.
- ☐ A PR team member may report deaths only after the patient's next-of-kin

Key Contact Information

24-hour Media Duty Officer –
540-525-6041
media@carilionclinic.org

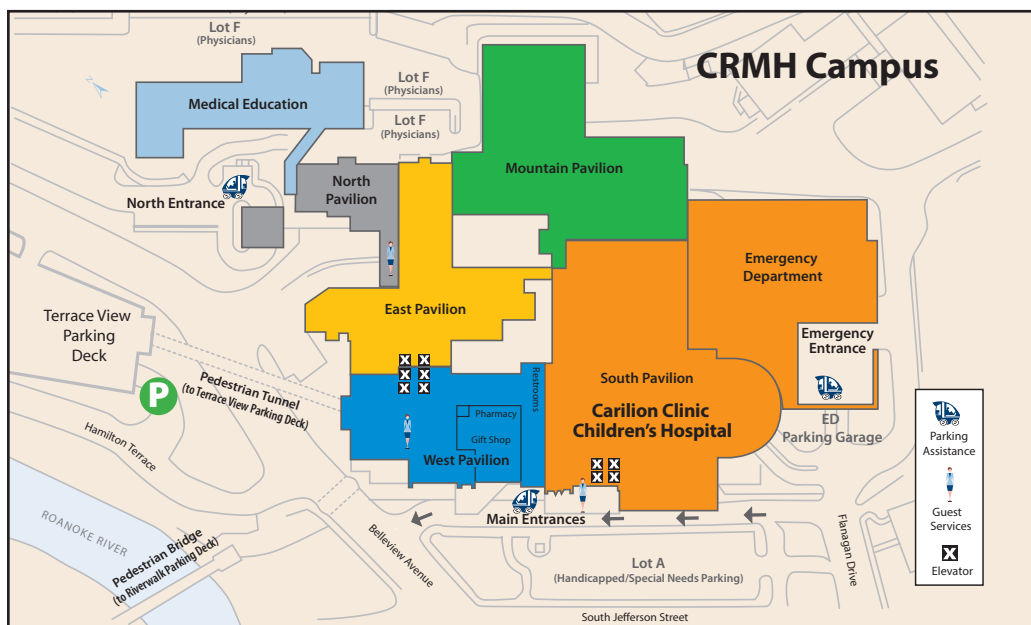
Carilion Clinic Main Switchboard –
540-981-7000



Hannah Curtis
Media Relations
 540-266-6594(o)
 540-598-1238(m)
hrcline@carilionclinic.org

Carilion Clinic Newsroom

CarilionClinic.org/blogs/newsblog



Reference Guidelines and Proper Use of Name

Carilion Clinic is a tax-exempt integrated health system serving nearly one million people in Virginia through hospitals, outpatient specialty centers and advanced primary care practices. “Carilion Clinic” is the overarching name of the health system. For more information, visit CarilionClinic.org/about.

Carilion Clinic’s Roanoke Campus includes Carilion Roanoke Memorial Hospital, Carilion Roanoke Community Hospital, Carilion Clinic’s Institute for Orthopaedics and Neurosciences, Riverside Center, Virginia Tech Carilion School of Medicine, Fralin Biomedical Research Institute at VTC and practice sites located in the vicinity.

Carilion Children’s includes Carilion Children’s Hospital and general pediatric and specialty practices located throughout western Virginia.

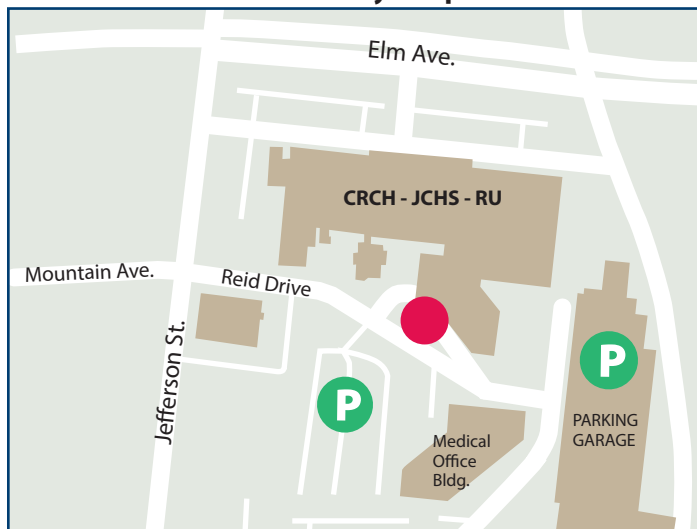
The table below lists proper names and references.

Except where otherwise noted, the following names are not preceded with the article “the.”

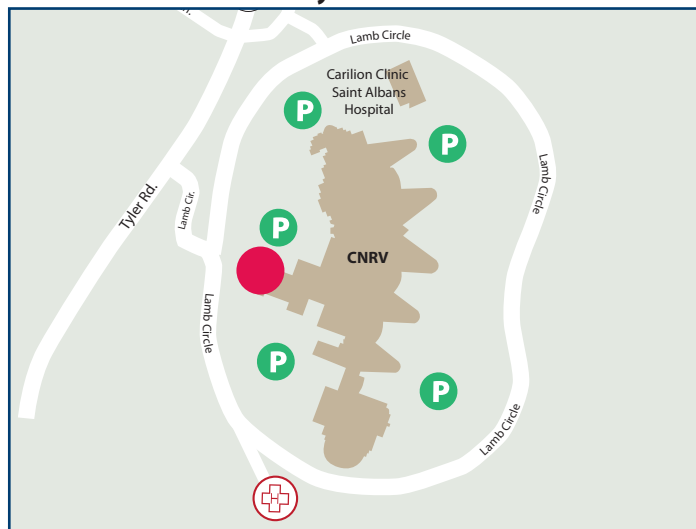
| Proper Name | First Reference | Subsequent References |
|--|--|--------------------------------------|
| Carilion Clinic | Carilion Clinic | Carilion |
| Carilion Roanoke Memorial Hospital | Carilion Roanoke Memorial Hospital | Roanoke Memorial |
| Carilion Roanoke Community Hospital | Carilion Roanoke Community Hospital | Roanoke Community Hospital |
| Carilion New River Valley Medical Center | Carilion New River Valley Medical Center | New River Valley Medical Center |
| Carilion Franklin Memorial Hospital | Carilion Franklin Memorial Hospital | Franklin Memorial |
| Carilion Giles Community Hospital | Carilion Giles Community Hospital | Giles Community Hospital |
| Carilion Stonewall Jackson Hospital | Carilion Stonewall Jackson Hospital | Stonewall Jackson |
| Carilion Tazewell Community Hospital | Carilion Tazewell Community Hospital | Tazewell Community Hospital |
| Radford University Carilion | Radford University Carilion | RUC |
| Virginia Tech Carilion | Virginia Tech Carilion | VTC |
| The Virginia Tech Carilion School of Medicine | The Virginia Tech Carilion School of Medicine | VTC School of Medicine |
| Fralin Biomedical Research Institute at VTC | Fralin Biomedical Research Institute | Fralin Biomedical Research Institute |
| VelocityCare | VelocityCare | VelocityCare |
| Carilion Wellness | Carilion Wellness | Carilion Wellness |
| Carilion Clinic Life-Guard | Carilion Clinic Life-Guard | Life-Guard |
| Carilion Children’s Hospital | Carilion Children’s Hospital | Carilion Children’s |
| Carilion Clinic’s Institute for Orthopaedics and Neurosciences | The Institute for Orthopaedics and Neurosciences | The Institute |

Media Staging Areas for Our Hospitals

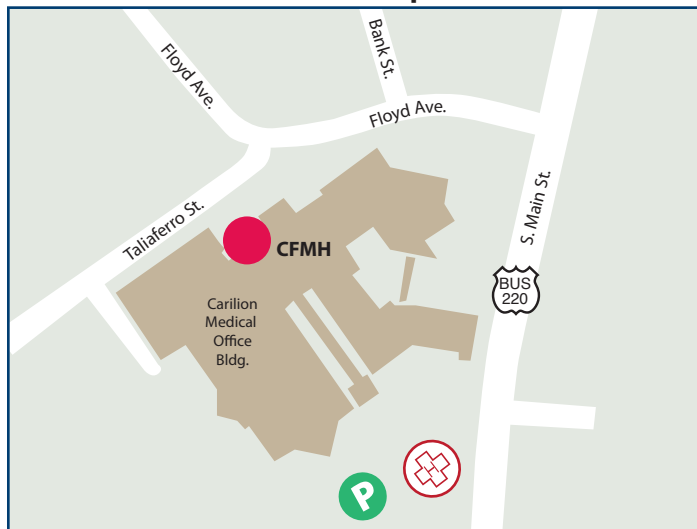
Carilion Roanoke Community Hospital



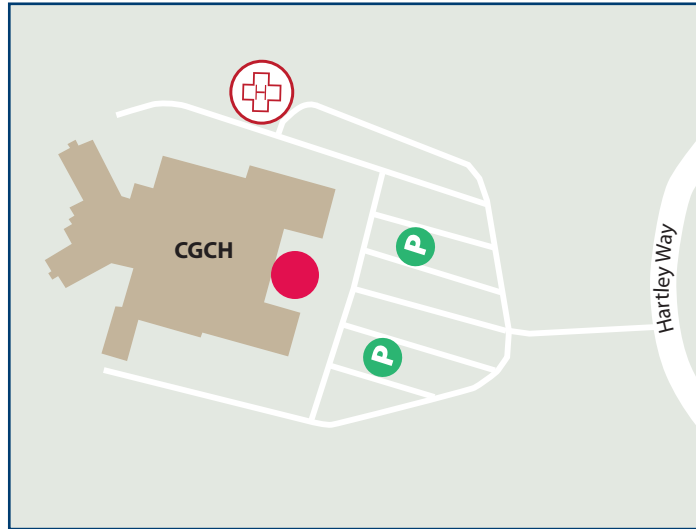
Carilion New River Valley Medical Center



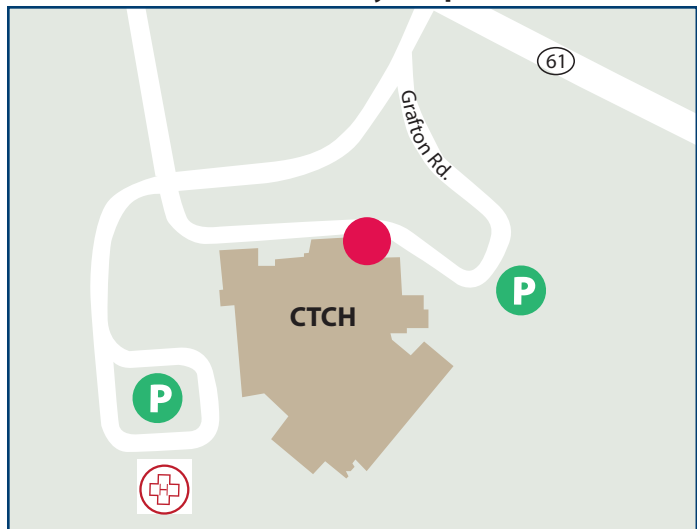
Carilion Franklin Memorial Hospital



Carilion Giles Community Hospital



Carilion Tazewell Community Hospital



Carilion Stonewall Jackson Hospital

