

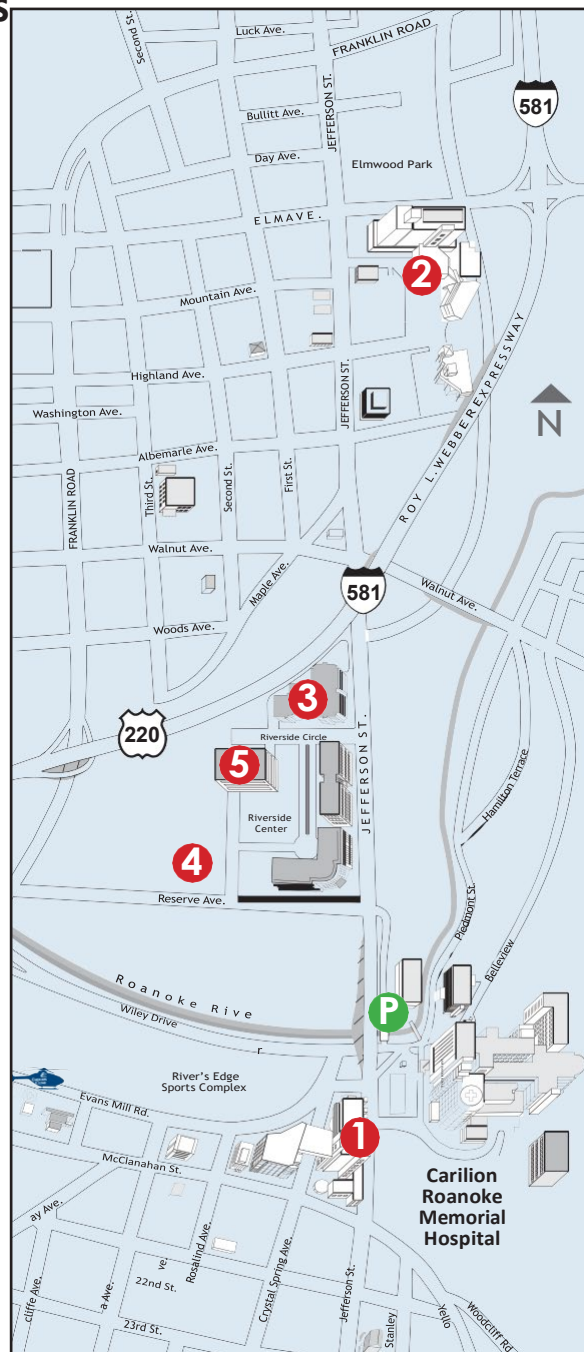
Carilion Clinic Corporate Communications is part of Carilion’s Marketing and Communications Department and leads the news and public information efforts of Carilion and its associated organizations.

The Corporate Communication 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 Corporate Communications 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 Corp. Communications 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.



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

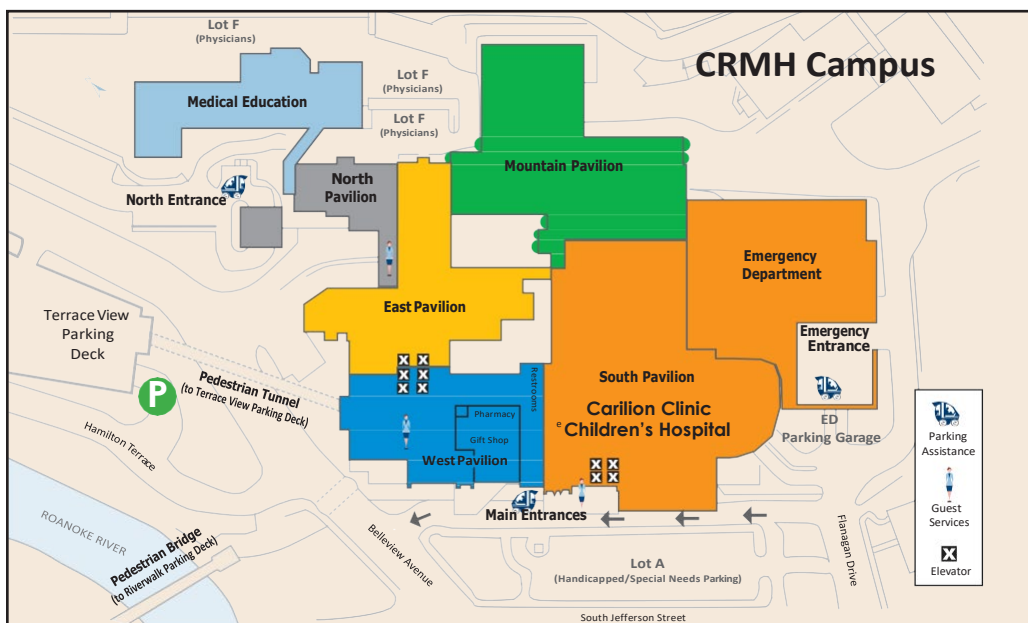
Carilion Clinic staff comply with the Health Insurance Portability and Accountability Act (HIPAA) and other regulations involving patient confidentiality. Access to patients is at Carilion’s discretion.

The Corporate Communications 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:

- We will not release information about a patient’s specific medical condition.
- We will not release information about a juvenile patient without expressed written consent of the parent or guardian.
- We may not release information about victims of violent crimes in the interest of patient and/or employee safety.
- We 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/news

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.

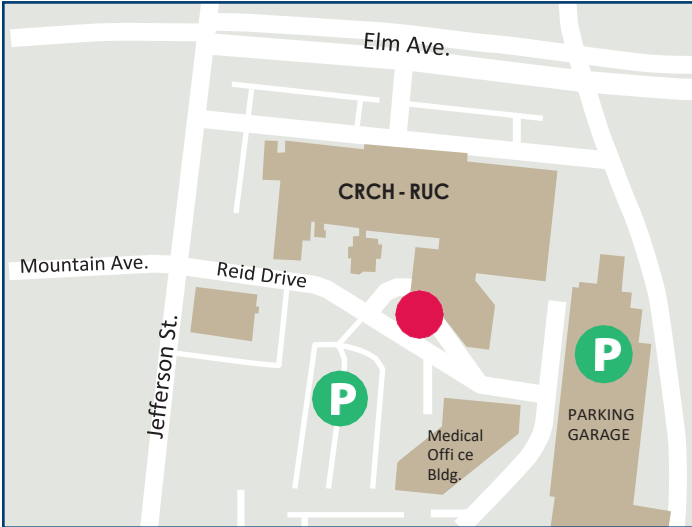
The table below lists proper names and references.

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

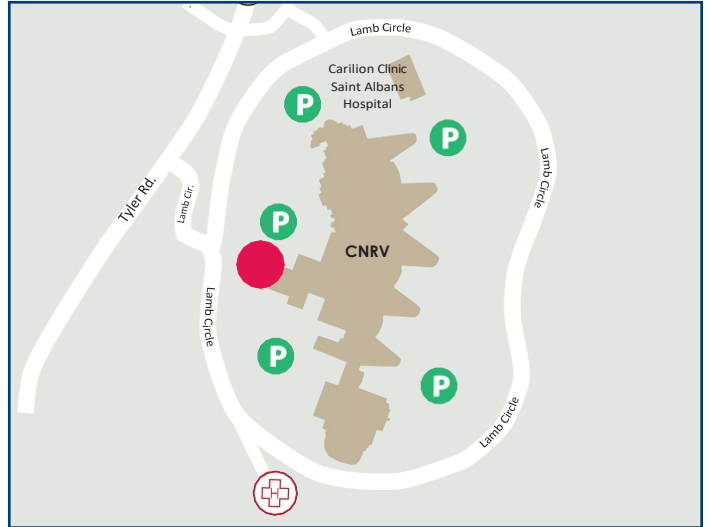
Proper Name	First Reference	Subsequent References
Carilion Clinic	Carilion Clinic	Carilion
Carilion Roanoke Memorial Hospital	Carilion Roanoke Memorial Hospital	Roanoke Memorial
Carilion Roanoke Community Hospital	Carilion Roanoke Community Hospital	Roanoke Community Hospital
Carilion New River Valley 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 Rockbridge Community Hospital	Carilion Rockbridge Community Hospital	Rockbridge Community Hospital
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

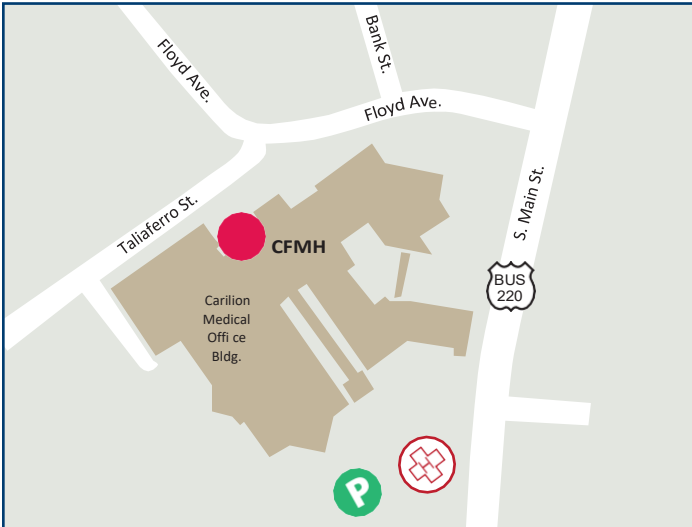
Carilion Roanoke Community Hospital



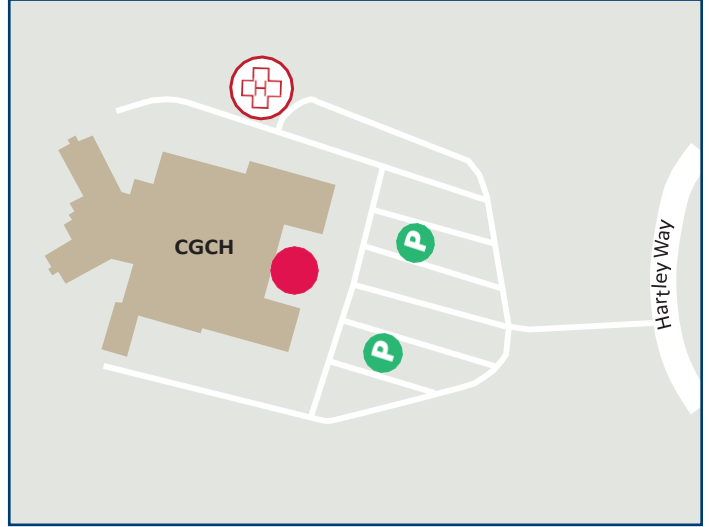
Carilion New River Valley Medical Center



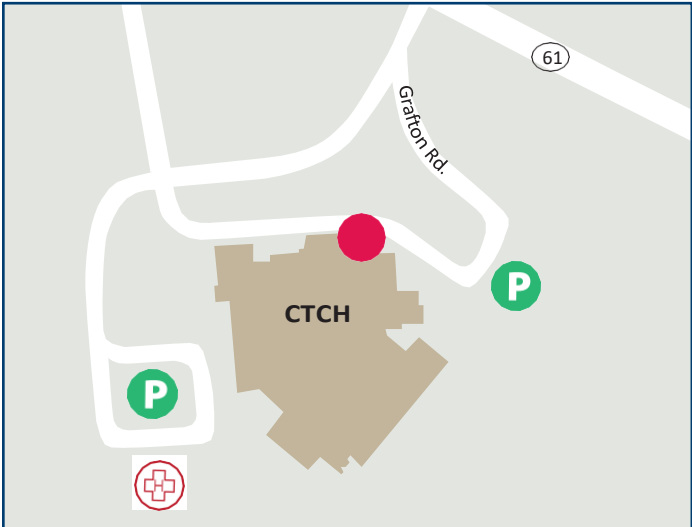
Carilion Franklin Memorial Hospital



Carilion Giles Community Hospital



Carilion Tazewell Community Hospital



Carilion Rockbridge Community Hospital

