

LVHN Poster/Presentation Scholarly Works Guidelines

*If you have any questions please contact Library Services: 610-402-8410/
libraryservices@lvhn.org*

1. The poster/presentation must be a searchable PDF. To create a searchable PDF, you must have MS Office 2007 or later and be able to save file as a PDF.
2. The poster/presentation must meet the HIPAA guidelines defined below:

HIPAA/HITECH, Copyright and FERPA Information For Presentations and Posters

In our massively digital world where presentations and posters are posted to the Internet through conference websites and the LVHN Scholarly Works repository, it is important that these works are prepared within legal guidelines. These works reflect the reputation of Lehigh Valley Health Network.

ALL POSTERS AND PRESENTATIONS MUST BE REVIEWED FOR BOTH HIPAA-PROTECTED INFORMATION AND COPYRIGHTED MATERIAL PRIOR TO PRESENTATION. THE PRESENTER IS RESPONSIBLE FOR ALL VIOLATIONS.

HIPAA/HITECH: Unauthorized disclosure of protected health information (PHI) is prohibited at any time during or after employment or affiliation with Lehigh Valley Health Network. Statutory fines can range from \$100-\$50,000 per instance of release of HIPAA information. Employees, medical staff members and allied health professionals who violate this policy will be disciplined in accordance with the Employee Counseling and Discipline Policy or Medical Staff Bylaws. In addition, Lehigh Valley Health Network could seek legal remedies which could include suspension, termination, fines or criminal penalties. (LVHN HIPAA-Confidentiality policy).

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HIPAA information is often overlooked in presentations in the form of images of radiologic studies, or test results such as EKGs, EEGs, etc. All images must be scrutinized carefully and identifiable information removed entirely from the image – not just covered. Identifiable patient info may include but is not limited to:

- Patient name
- Address
- Dates that refer to a patient: date of birth, admission date, discharge date, date of death
- Phone number
- Email address
- Social Security number
- Medical record number
- Health insurance number
- Patient account number
- Full face photographs

COPYRIGHT: Copyright covers any original expression of ideas whether print or digital – books, articles, figures, tables, images, cartoons, photos, web content, sound files, etc. A copyright symbol is not required to indicate that a work copyrighted.

Any material used in your presentation that you did not create is most likely copyrighted. Images taken from the Internet are usually copyrighted and may not be used without written permission unless there is an explicit statement that it is in the public domain or freely available for use. Any single graphical work that you incorporate into your presentation in its entirety (for example, a picture, image, table, chart, cartoon, illustration, etc.) from another source whether print or digital must have written permission from the copyright owner to be used and it must be cited or attributed in the presentation. Statutory fines can range from \$750-\$150,000 per instance of infringement.

FERPA: FERPA is the Family Educational Rights and Privacy Act. It governs confidentiality of protected student information. Students have the right to control the disclosure of their Education Records to others. An Education Record includes all records maintained by the educational institution in any format directly related (personally identifiable) to a current or past student. A record is “personally

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identifiable” if it identifies the student by name, address, ID number, or other such common identifier or if it includes “other information that, alone or in combination, is linked or linkable to a specific student that would allow a reasonable person in the school community, who does not have personal knowledge of the relevant circumstances, to identify the student with reasonable certainty”. Education Records include all records, transcripts, papers, exams, non-academic student information database systems, class schedules, financial aid records, financial account records, disability accommodation records, disciplinary records, “unofficial” files, photographs, and e-mail messages.

All images must be scrutinized carefully and identifiable information removed entirely from the image – not just covered. Identifiable student info may include but is not limited to:

- Name
- Address
- Age, Date/place of birth
- Phone number
- Email address
- Social Security number
- Major field of study, level of education, dates of attendance, grade level, enrollment status
- Degrees/honor/awards received
- Photograph
- Participation in activities and sports, weight and height of athletes
- Most recent education institution(s) attended

For educational studies or research, FERPA requires a written agreement for protecting identifiable student information specifying the purpose, scope, and duration of the study, limit of the use of the information to the purpose of the study and require that identifiable information be protected from disclosure as well as returned or destroyed upon completion of the study. Penalties for violation of FERPA may include forfeiting federal funding to the institution.

Approved by Legal Services 5/15/2013