



Media Policies

The News & Media team at Wake Forest Baptist Medical Center (WFBMC) strives to provide accurate and timely information to the media within their deadlines and the guidelines set by federal law under the Health Insurance Portability and Accountability Act (HIPAA).

We know that telling a story often requires reporters to ask for or have access to protected health information (PHI). In our ongoing effort to protect patient privacy, while releasing allowable PHI, the following media policies are in place to ensure that appropriate measures are taken to protect our patients and the required patient or guardian authorizations and consents are in place prior to release.

Media Requests. All media inquiries should be directed to the News & Media team. We are experienced veteran journalists and available to help you by:

- Facilitating interviews with faculty and staff
- Providing media assets such as still photos and video
- Originating live interviews at our broadcast quality studio either through MicroSpace or shooting “as live” and sent to your ftp site
- Handling arrangements and logistics for multi-camera national media crew productions

Requests to shoot on campus must be cleared in advance by the News & Media team. Media crews must be accompanied by a member of the News & Media team throughout a visit on campus.

To reach the News & Media team during the normal business week, Monday through Friday from 8:00 a.m.-4:30 p.m. please call 336-716-4587; after hours, over the weekend and on federal holidays, please page the team member on call at 336-806-7552.

Bedside Interviews. In the interest of maintaining a healing environment, Wake Forest Baptist does not facilitate bedside interviews with inpatients.

Release of Patient Condition. The News & Media team or a designee is responsible for handling media requests relating to release of a patient condition. If the News & Media staff is unavailable, or it is after hours, over the weekend or on a federal holiday, the nursing supervisor will release a one-word condition, if provided with a patient’s full first and last name. Please page the nursing supervisor at 336-806-9647.

These are the one-word patient conditions used by Wake Forest Baptist and recommended by the American Hospital Association:

UNDETERMINED: Patient's condition is still being assessed and there is no condition to release at this time.

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 not be conscious; indicators are unfavorable.