Guidelines for Public-Facing Communication

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Guidelines for Public-Facing Communication

Every day, your healthcare organization delivers quality and innovative care that saves lives and advances the healthcare industry. The care you provide leads to groundbreaking research and accomplishments, and these achievements deserve to be shared outside of your organization. We want to help you share your projects and outcomes with the world without compromising Epic's products and development efforts.

Certified and Non-Certified Applications

Some Epic applications are certified as part of the Office of the National Coordinator (ONC) Health IT Certification Program. You can see which applications are certified and review more information about certification in the ONC Health IT Certification Details document. Refer to the External Communication About Epic's Certified Applications topic below for communication considerations for these applications.

Your organization might also want to include information about Epic applications that are not certified in your communications. Refer to the External Communication About Epic's Non-Certified Applications topic below for communication considerations for these applications.

Check Whether an Activity Is Part of a Certified Application

Starting in November 2020

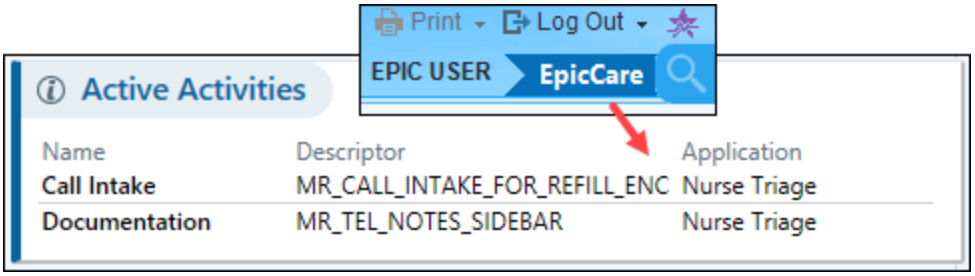
August 2020 by SU C9400283

May 2020 by SU C9303106

February 2020 by SU C9206728

November 2019 by SU C8108386

You can view in Hyperspace which application an activity is part of by right-clicking the Hyperspace ribbon and checking the session information report. Then, you can use the ONC Health IT Certification Details document to see whether that application is certified.



Note that administrators don't see the Hyperspace ribbon, so log in using a test provider account to see this feature. The window is also not available in Hyperspace sessions where an environment indicator is used, which is common in non-production environments. You might see "Epic" listed as the application for activities that are a combination of software applications or are configured by your organization, such as custom navigators.

Definitions

Keep the following definitions in mind:

- Content. As referred to in this document, "content" means descriptions of functionality or screenshots of Epic applications used in materials your organization creates. It also includes Epic-created materials, such as e-learning lessons or Galaxy documents.

- External. As used in this document, "external" means publicly shared, such as through websites, research papers, blogs, publications, and books. External sharing also includes communications with third-party vendors and presentations to non-Epic organizations or at conferences.
- Internal. As used in this document, "internal" means within the Epic community, such as within your organization, with a regional Epic user group meeting, or directly with other Epic customers.

External Communication About Epic's Certified Applications

It's your responsibility to make sure that any of your external communication regarding Epic's certified applications fits within the 21st Century Cures Act and the Communications Rule at 45 CFR 170.403 or is approved by Epic in advance, as described on the Communications About Epic Software Under the ONC Communications Rule page. For international organizations, while these rules don't apply, we recommend following these guidelines to fit with Epic's communication policies.

This guidance pertains to Epic's software applications that are certified under the ONC's Health IT Certification Program. Refer to the ONC Health IT Certification Details document for more information about Epic's certified software.

Send us your questions anytime at sharingcontent@epic.com. The General Best Practices topic below also provides some overall tips as you prepare content to share externally. While the 21st Century Cures Act and the ONC Communications Rule are U.S. regulations, we follow similar guidelines and recommendations for international organizations.

External Communication About Epic's Non-Certified Applications

When making external communications containing content about Epic software that is not certified under the ONC Health IT Certification Program, we ask that you contact sharingcontent@epic.com. Refer to the ONC Health IT Certification Details document and the Communications About Epic Software Under the ONC Communications Rule page to help determine which Epic applications are not certified.

Include the following information in the request that you submit:

- Purpose of the communication
- Audience the content will be shared with
- Brief overview of the communication for context
- What timeline you need to adhere to
- The content you're hoping to share

Our Content Sharing group will review this information to help us understand your communication about non-certified software, the context, and the expected impact. Providing more information in your request can help with a timely response, and we'll get back to you as quickly as we can. While the 21st Century Cures Act and the ONC Communications Rule are U.S. regulations, we follow similar guidelines and recommendations for international organizations. If you're providing a screenshot or description of functionality to a third-party vendor,

the vendor must email vendorinquiries@epic.com before they can use the content.

Refer to the General Best Practices topic below as you prepare content to share externally.

Internal Communication About Epic Software

Feel free to share content about Epic certified and non-certified applications within your organization. Epic does not need to be notified about this kind of sharing, although if you're adding content to an internal website, ensure that the website is on an intranet or other secure platform with unique user authentication. If you are contemplating a method of sharing that is public, please refer to the External Communication About Epic's Non-Certified Applications topic. Our Content Sharing team is happy to answer additional questions.

Additionally, please feel free to share content with other members of the Epic community. There are many ways you can collaborate with other organizations that use Epic. For example:

- Present at UGM, XGM, or a regional Epic User Group Meeting
- Share directly with another Epic organization, including a Connect partner
- Share directly with a colleague
- Post on the UserWeb
- Share content on Epic Earth
- Send information securely to Epic through Sherlock

General Best Practices

We ask that you follow some best practices we've learned over the years while preparing content to share externally. These best practices are applicable to U.S. organizations and international organizations.

Removing Patient Information

It's crucial for patient privacy that you remove or edit all patient information in your content. Patient information includes:

- Patient names or MRNs
- Social Security numbers
- Insurance IDs
- Phone numbers
- Mailing and email addresses

Before submitting content for review, ensure that the content either does not include any of the above information or includes only fake patient information.

Keep in mind that placing a black bar over patient information in a PowerPoint slide does not effectively remove the patient information because someone can easily delete the black bar and reveal the patient information. Use image editing software to remove or edit patient information in your screenshot.

Including a Copyright Notice

Public-facing content should always include the following copyright notice:

© 2023 Epic Systems Corporation.

The copyright notice should reflect the year in which you plan to use the content. For example, if you took a screenshot in 2022, but plan to use it in a presentation in 2023, use 2023 as the date in the copyright notice.

Add the copyright notice to the bottom of each public-facing screenshot or description of functionality.

Including a Trademark Notice

When you are creating materials for MyChart, include Epic's trademark statement:

- If you have not rebranded MyChart: **MyChart® is a registered trademark of Epic Systems Corporation.**
- If you have rebranded MyChart: **The [rebranded name] App is powered by MyChart® licensed from Epic Systems Corporation, © 1999-2023.**

Editing Screenshots

Your screenshots should be cropped to help focus the viewer's attention on your topic. For example, a screenshot that shows the entire Hyperspace window might overwhelm the viewer with information when all you're trying to show them is a new BestPractice Advisory.

We've learned a few tips that can help with more effective screenshots:

- Crop out tabs or crop down the image to focus on the activity you want to show.
- Remove background noise from menus, activity tabs, navigators, and toolbars that aren't relevant to what you're showing.
- Remove columns that are empty or do not apply to the data you are sharing.

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