

Section: Service Optimization	Number: 11.40.P.v5
Subject: Webcasting	Associated Document Form Number: 11.35.PP
Effective Date: June, 2008	Last Reviewed Date: August, 2014
Last Revised Date: August, 2014	Next Review Date: January, 2016

PURPOSE

Members of the Ontario Telemedicine Network (OTN) can utilize webcasting services in order to deliver live and/or archived broadcasts through the Internet. The sound and video captured by a video conferencing system are streamed to an OTN web server for viewing by end users from their desktops. All webcasts live and archived, are accessible through OTN's Webcasting Centre at <http://webcast.otn.ca>.

All webcasts must meet criteria as outlined in OTN's Webcasting Acceptable Use Policy: (<http://webcast.otn.ca/assets/Webcasting%20Acceptable%20Use.pdf>).

POLICY

ONLINE WEBCASTING REQUEST

Webcasts can be requested online using NCompass Self-scheduling software. All organizers seeking to schedule a webcast must submit their request 1 business day before the scheduled event. Once submitted, the system will display a message to the requestor indicating their request has been scheduled.

Due to limited resources, webcasts are supported on a first come first serve basis. Please be advised that OTN will schedule webcasts up to one year in advance. OTN webcasting services are available Monday to Friday, between 7:00 a.m. – 7:00 p.m. ET.

PRESENTER CONSENT TO ARCHIVE

All presenters should be advised when a videoconference is to be webcast. For archived webcasts, the consent of the presenter(s) is required. An automated email requesting consent will be sent to the presenter(s) once the webcast has been confirmed. Requests to archive webcasts will not be processed until consent of all presenters is received. Once consent by all presenters has been received and processed, OTN will publish the webcast on OTN's Webcasting Centre. "Live Only" webcasts do NOT require presenter consent.

PUBLIC AND PRIVATE WEBCASTS

Organizers have the option of choosing webcasts in a Public (Open) or Private (Password Protected) format. This option must be indicated at the time of the request.

Organizers who select the "public" webcast option do not require end users to enter a user name or password to view the webcast. It is the responsibility of the webcast organizer to ensure that all presenters are aware that the session is available to all users of the Internet.

Organizers who choose “private” webcasts are required to create a user name and password. The user name and password must be between 2-30 alphanumeric characters (without spaces) and is case sensitive. It is recommended that user names and passwords be in either all lower or all upper case.

If an organizer/requestor is choosing to use an existing username and password, they only need to enter their username in the webcast request details.

If an organization requests a second/new username and password combination for specific webcast, they will enter the requested username and password into the appropriate fields, in the webcast request details; an email will be auto-generated and sent to OTN's webcast administrator to create the new username for the member.

Webcast organizers are responsible for securing and circulating the user name and password to session participants prior to the webcast delivery date.

RECOMMENDED WEBCASTING DURATION

Webcasting best practices indicate that effective webcasts typically do not exceed 60 minutes. OTN recommended standard for Webcasts is that they should not exceed 4 hours in duration.

ARCHIVAL OF WEBCAST SESSIONS

OTN provides Members with the ability to capture and archive webcasts on the OTN website. All archived webcasts will be placed on the OTN Webcasting Centre for a period of two years, unless otherwise requested by the organizer. Contact OTN, via email, at webcasting@otn.ca to extend your archived webcast for an additional year.

WEBCASTING CONTENT

Webcast organizers and presenters are responsible for ensuring that all content delivered (whether verbal or recorded) complies with the requirements of the Personal Health Information Protection Act, 2004 and Ontario Regulation 329/04. The presenter should respect intellectual property considerations and is responsible for adhering to any requirements of the Copyright Act. OTN reserves the right to cancel and/or remove an archived webcast if there is an unauthorized disclosure of personal health information and/or if the content is deemed offensive.

OTN reserves the right to remove a session if it is determined that the session does not meet OTN's Webcasting Acceptable Use Policy. Webcasts are intended to be educational in nature and should never be attempted to provide 'Health Care' services.

All identifying, personal health information (names, birth dates, address, health card number, etc.) must be removed from any recorded image or documentation shared during any educational session or presentation. Personal health information in oral or recorded form, including the individual's image, cannot be disclosed during or after the presentation (i.e. question and answer period) without the express written consent of the patient. While every effort will be made to protect a participant's identity in educational sessions on the network, the participant must understand that participation in an educational session will result in their voice being captured during the webcast. While voice is protected in a clinical consult under personal health information legislation, participant voices in an educational event are not.

The presenter or host is responsible for taking appropriate action if there has been an unauthorized disclosure of personal health information during the course of the webcast and for ensuring that the

webcast is not archived. The presenter or host is responsible for contacting OTN's Privacy Officer if there is unauthorized disclosure of personal health information during the course of the webcast.

While OTN provides the technology and infrastructure to facilitate webcast events, the presenter owns the content. However, OTN reserves the right to stop a live event or not archive an event, should it become aware that the content is in contravention of the Personal Health Information Protection Act, 2004 and/or Ontario Regulation 329/04.

Members who elect to utilize their own webcasting system, in conjunction with an OTN videoconference, must adhere to the standard of privacy set out by the Personal Health Information Protections Act, 2004 (PHIPA) and take measures necessary to protect personal health information. In the event that an inadvertent disclosure of personal health information occurs in spite of these measures, the Member must:

- A. Take action as required in the moment to contain the inadvertent disclosure;
- B. Immediately contact OTN's Privacy Officer (privacy@otn.ca);
- C. Ensure that the webcast is not archived and not available for viewing.

In the unlikely circumstance that an inadvertent disclosure of personal health information is identified after a session has been posted on a website and thus made available to participants, the Member is responsible for removing the session immediately and contacting OTN's Privacy Officer.

WEBCASTING QUALITY CONTROL

It is important to note that the quality of a webcast will be dependent upon the quality of the videoconference. Therefore, Members using webcasting as an extended mode of delivery are responsible for:

- Having prior knowledge and skill in hosting videoconference events. If new to webcasting, it is recommended that the Member participate in a test webcast with OTN and/or attend a training session on How to access and host webcasts through OTN. Contact training@otn.ca;
- Ensuring that users are able to access the webcast and meet minimum system requirements (<http://webcast.otn.ca/support>);
- For instructional screencasts and quick guides on videoconference etiquette and best practices please visit the [Training Resource Library](#). Additionally, you can join OTN's training team's interactive lunch and learn sessions, please go to the [Learning Centre](#). Simply search using the keyword: "best practice";
- Ensuring that the room is properly set up and that microphone locations are appropriate and audio checks completed
- Ensuring that the room has proper lighting;
- Positioning the camera at the appropriate location (speaker) and ensuring that the microphone is not muted and in front of/close to the speaker;
- Webcasts automatically include a 15 minute pre-test time to ensure that audio, video and presentation are functioning. Test the above during this time;
- Arrange for a colleague to monitor and communicate any videoconference issues to the presenter, moderator or OTN Technical Support at (1-855-654-0888).

RELATED DOCUMENTS

Subject	Number
Webcasting Acceptable Use	11.35.P