

Section: Operational Support for Educational and Administrative Events

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Subject: Webcasting Policy and Procedure

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INTRODUCTION

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 is streamed to an OTN web server for viewing by end users from the comfort of their desktops. All webcasts, live and archived, are accessible through OTN's Webcasting Centre at <http://webcast.otn.ca>.

The following document outlines policies and procedures that have been created to ensure that webcasting services are delivered efficiently and consistently to Membership across the province. The opportunity to organize, schedule and host a webcast through OTN is only available to Member organizations of the Ontario Telemedicine Network. Third party use of this service is prohibited. All webcasts must meet criteria as outlined in OTN's Webcasting Acceptable Use Policy (11.35.PP.v1) - (<http://webcast.otn.ca/policies.html>).

POLICY STATEMENT

Online Webcasting Request Form:

All requestors/organizers seeking to schedule a webcast with OTN must submit an online Webcasting Request Form to OTN at least **5** business days before the requested webcasting date. The Webcasting Request Form is an online form that can be accessed at <http://webcast.otn.ca/forms.html>.

Once the online Webcasting Request Form has been submitted, the requestor will receive a confirmation no later than **3** business days.

Due to limited resources, webcasts are supported on a first come 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. – 5:00 p.m. ET. Approval for after hour webcasting services is dependent upon available resources and capacity.

Webcasting Agreement Form:

It is the responsibility of the webcasting organizer to ensure that a Webcasting Agreement Form has been signed by the speaker(s) associated with each event. The Webcasting Agreement Form must be retained by the event organizer. For webcast events that are scheduled to be archived, a copy of the signed Webcasting Agreement Form(s) for each speaker must be forward to OTN via fax (1-866-454-6867) or scanned as an attachment and sent via email (webcasting@otn.ca), either prior to or after the event. Once the forms have been received and processed, OTN will publish the webcast on OTN's Webcasting Centre as an Archived Event. Failure to submit the Webcasting Agreement Form within 15 business days after the event has taken place will result in deletion of your file. Webcasting Agreement Form templates

are available on the OTN website at <http://webcast.otn.ca/forms.html>. Please be advised that Live Only webcasts do NOT require the submission of a Webcasting Agreement Form to OTN.

Public and Private Webcasts:

Organizers have the option of delivering their live and/or archived webcasts in a Public (Open) or Private (Password Protected) format. This option must be clearly indicated on the online Webcasting Request Form. For private or closed webcasts, OTN does not distribute passwords. This is the responsibility of the webcast organizer.

Organizers that select the “public” webcast option do not require end users to enter in a user name or password to view the live and/or archived event. Thus, these sessions can be accessed by anyone with a computer that meets system requirements. It is the responsibility of the webcast organizer to ensure that the speaker is aware that the session is available to all users of the Internet.

Organizers who choose to make their webcasts “private” are required to create a user name and password. This must be clearly indicated on the Webcasting Request Form. The user name and password must be no longer than 9 characters (without spaces) and is case sensitive. It is recommended that user names and passwords be in either all lower or all upper case.

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.

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 one year, unless otherwise requested by the requestor/organizer via email to webcasting@otn.ca. Failure to submit the Webcasting Agreement Form within 15 business days after the event has taken place will result in deletion of your file.

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.

It is expected that hosting sites and presenters will read and understand OTN's Webcasting Acceptable Use Policy (<http://webcast.otn.ca/policies.html>) and Best Practices in Webcasting documentation in order to effectively deliver a high quality session.

Privacy and Intellectual Property:

In a webcast, the speaker holds intellectual property rights. OTN will not sell the content or file to a private commercial vendor. 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 (please see 11.35.PP.v1 - Webcasting Acceptable Use Policy and Procedure) and should never attempt to provide 'Health Care' services (as defined on page four).

All presenters must comply with the Personal Health Information Protection Act, 2004 and Ontario Regulation 329/04. 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 attended a training session on How to access and host webcasts through OTN ;
- Ensuring that users are able to access the webcast and meet minimum system requirements (<http://webcast.otn.ca/support.html>);
- Adhering to principles of videoconference etiquette (Please click the following links for additional information: [Moderator Guidelines](#), [Hosting/Moderating an Event](#) and [PowerPoint Guidelines](#)).
- Ensuring that the room is properly set up and that microphone locations are appropriate;
- 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;
- Allowing for a 15 minute pre-test time to ensure that audio and video are functioning.

If you have questions on webcasting, please consult the training modules page at <http://webcast.otn.ca/training.html> or follow up with your Regional Education Lead or Regional Program Manager.

PROCEDURE

To schedule a webcast, the requestor must follow the steps outlined below:

- a. Reserve the videoconference room/system(s) at the required location(s).

Note: A webcast can be scheduled prior to or after the videoconference portion of the event has been scheduled. For those submitting online Webcast Request Forms after the videoconference portion of the event has been scheduled, the Requestor must input the TSM number into the appropriate field of the online form.

- b. Complete an online Webcasting Request Form. This online form can be accessed and submitted on the OTN Webcasting Centre at <http://webcast.otn.ca/forms.html>.

Note:

The **Webcasting Request Form** must be submitted at least **5 business days in advance** of the event. Once submitted, an OTN Webcasting Team Member will respond no later than 3 business days to indicate whether or not the webcast can be supported. Late requests will not be accepted.

The webcast organizer is responsible for sending a Webcasting Agreement Form to each presenter and ensuring that it is signed by the speaker(s). Webcasting Agreement Forms can be accessed online at <http://webcast.otn.ca/forms.html>. The original copies of the form must be retained by the event organizer.

For a webcast event that is scheduled to be **archived**, a copy of the signed **Webcasting Agreement Form** for each speaker **must** be forwarded to OTN via fax (1-866-454-6867) or scanned as an attachment and sent via email (webcasting@otn.ca), either prior to or after the event. Once the forms have been received and processed, OTN will publish the webcast on OTN's Webcasting Centre as an Archived Event. **Failure to submit** the Webcasting Agreement Form within 15 business days after the event has taken place will result in deletion of the file.

Please be advised that **live only** webcasts do **NOT** require the submission of a Webcasting Agreement Form to OTN.

- c. Once the webcast has been approved via email confirmation, webcast requestors/organizers must follow regional scheduling processes to schedule the videoconference portion of the event. The requestor/organizer must indicate in their communication (i.e. Videoconference Request Form, E-Request, etc.) to OTN Scheduling that the webcast has been approved by OTN and also input the **Webcast Request Form ID** number. If there are changes (i.e. new start time, cancellation, etc.) to your scheduled video conference/webcast, please contact the OTN Scheduling Office.

Note:

For private events (password protected), webcast organizers are responsible for securing and circulating the user name and password to session participants prior to the webcast delivery date. Please be advised that Service Desk will **not** provide user names and passwords for webcasts to users.

It is the responsibility of the session moderator and webcast organizer to inform the audience that the event is being webcasted and indicate whether it is live and/or archived. In addition, it is the responsibility of the organizer to ensure that webcast participants understand how to access the webcast and/or have received the “How to Access a Live and Archived Webcast” training module or information sheet prior to the session. These documents outline the steps required to access a session and are available on the OTN Webcasting Centre Website at <http://webcast.otn.ca/training.html>.

Finally, the webcasting organizer and/or moderator 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 (privacy@otn.ca) 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 to 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. For more information on policies and procedures please click the following link: <http://webcast.otn.ca/policies.html>.

ASSOCIATED FORM(S)

- 11.40.F1.v1 Webcasting Request Form for Educational Events
- 11.40.F2.v1 Webcasting Agreement Form

RELATED OTN POLICIES OR GUIDELINES

OTN Webcasting – Acceptable Use Policy



DEFINITIONS

Archived

Webcast requestors/organizers can select to have their webcast archived on the OTN website. This allows target learners to access the session on demand or in an asynchronous format. All archived webcasts will be placed on the OTN Webcasting Centre for a period of one year, unless otherwise specified by the requestor/organizer. For a webcast event that is scheduled to be archived, a copy of the Webcasting Agreement Form must be forwarded to OTN via fax (1-866-454-6867) or scanned email (webcasting@otn.ca), either prior to or after the event. Once the forms have been received and processed, OTN will publish the webcast on OTN's Webcasting Centre as an Archived Event.

Asynchronous

An event that is offered in an asynchronous format refers to communication that occurs at different times. OTN Members can select to archive their webcast session and make it available in an asynchronous format, thus permitting on demand access to the event.

Health Care

Section 2 of the *Personal Health Information Protection Act, 2004* defines 'Health Care' as any observation, examination, assessment, care, service or procedure that is done for a health-related purpose and that,

- a) is carried out or provided to diagnose, treat or maintain an individual's physical or mental condition;
- b) is carried out or provided to prevent disease or injury or to promote health;
- c) is carried out or provided as part of palliative care and includes;
- d) the compounding, dispensing or selling of a drug, a device, equipment or any other item to an individual or for the use of an individual, pursuant to a prescription; and/or
- e) a community service that is described in subsection 2(3) of the *Long-Term Care Act, 1994*.

Identifying information

In section 4(2) of the *Personal Health Information Protection Act, 2004* means information that identifies an individual or for which it is reasonably foreseeable in the circumstances that it could be utilized, either alone or with other information, to identify an individual.

Individual

In section 2 of the *Personal Health Information Protection Act, 2004*, defines 'individual' in relation to personal health information, means the individual, whether living or deceased with respect to whom the information was or is being collected or created.

Personal Health Information

Section 4(1) of the *Personal Health Information Protection Act, 2004*, defines personal health information as identifying information about an individual in oral or recorded form, if the information

- a) relates to the physical or mental health of the individual, including information that consists of the health history of the individual's family
- b) relates to the providing of health care to the individual, including the identification of a person as a provider of health care to the individual
- c) is a plan of service within the meaning of the *Long-Term Care Act, 1994*, for the individual
- d) relates to the donation by the individual of any body part or bodily substance of the individual or is derived from the testing or examination of any such body part or bodily substance,
- f) is the individual's health number, or
- g) identifies an individual's substitute decision-maker

Furthermore the Information and Privacy Commissioner has defined an individual's image as personal health information (Health Order H0-005).

Private Event

Private events are accessible by invitation only. Organizers/requestors can employ a user name and password to restrict access to their event. Organizers/requestors are responsible for distributing the user name and password to webcast participants.

Public Event

A public event is one in which all interested end users are able to participate up to a maximum capacity. For webcasting, organizers/requestors can elect to have their webcast available without password protection.



Synchronous

An event that is offered in a synchronous format refers to a type of communication with virtually no time delay, allowing participants to participate in the session in real time. OTN Members can select to deliver their webcast session in a live or synchronous format.

Videoconference

A videoconference is a real-time two-way transmission of digitized video images between two or more locations. The two main kinds of videoconferences are point-to-point and multipoint calls.

Webcast

A webcast involves the delivery of live or archived broadcasts through the Internet. The sound and video captured by a conventional video conferencing system is streamed to a web server for viewing by end users from the comfort of their desktops.

Webcasting Agreement Form

The Webcasting Agreement Form must be completed and signed by all speakers who are presenting during a live and/or archived webcast session. It is the responsibility of the webcast organizer to ensure that the speaker(s) sign the form. This form is available on the OTN website <http://webcast.otn.ca/forms.html> and must be retained by the webcast organizer. For webcasts scheduled to be archived, a copy of the Webcasting Agreement Form must be forwarded to OTN via fax (1-866-454-6867) or scanned email, either prior to or after the event. Once the forms have been received and processed, OTN will publish the webcast on OTN's Webcasting Centre as an Archived Event. Failure to submit the Webcasting Agreement Form within 15 business days after the event has taken place will result in deletion of your file. Live only webcasts do NOT require that a Webcasting Agreement Form be submitted to OTN.

Webcast Organizers

The webcasting organizer is the individual responsible for organizing the webcast. The organizer is typically located at the "host" site (where the speaker(s) will be presenting). The Webcasting Organizer may be responsible for completing video conference scheduling, the Webcast Request Form, and securing the Webcasting Agreement Form from the presenter(s). In addition, the webcasting organizer often promotes the event and distributes the OTN Webcasting Training Module as required.

Webcast Presenters

Webcast presenters are individuals who have been identified as the key speakers or deliverers of content during a session. All webcast presenters must complete and sign a Webcast Agreement Form prior to the session.

Webcasting Request Form

The Webcasting Request Form must be completed by the webcast organizer/requestor and submitted to OTN at least 5 business days in advance. This e-form is available on the OTN website <http://webcast.otn.ca/forms.html>.

END OF POLICY AND PROCEDURE