

## How to share your story

If you are interested in sharing your health care story, please submit details at [d-h.org/shareyourstory](https://d-h.org/shareyourstory) or contact our Communications and Marketing Department at (603) 653-1917. One of our representatives will talk with you by phone to learn more details about your story. If your story is approved for publication, we will set up a time with you for an in-person interview and photo/video session.

During the in-person interview and photo/video session, the communications representative will guide you through our Authorization for Disclosure form and Consent to be Videotaped/Recorded form to ensure that Dartmouth-Hitchcock is acting in accordance with your wishes, and using your personal information with your authorization.

### What signing the authorization and consent forms means:

- You give D-H, or its authorized representatives, authorization to interview you about details of your health and the health care you received, and to record that interview through photography, or audio or video recording, or both.
- You authorize your D-H health care providers to disclose details of your health condition, health care received, and treatment (called “protected health information” in Federal health care privacy law) to D-H Communications and Marketing staff, to its authorized representatives, and (if applicable) to journalists or media organizations.
- You grant D-H the right to reproduce, distribute, publish and display your story, and use your story for any future D-H initiative or activity, consistent with your wishes and in the formats you approved. It also means that your protected health information will be released to the general public through the methods discussed above. In the event that you request that we stop using your story after it has been included in a final product, D-H will try its best to accommodate your request, but we cannot guarantee that we will be able to.

- You may revoke your authorization or consent at any time by providing written notice to the D-H Marketing and Communications Department at One Medical Center Drive, Lebanon, NH 03756. Again, you should understand that we may not be able to remove such stories and other information you have provided once they are disclosed or published.
- You will not receive any payment or any other type of compensation from D-H in exchange for signing the authorization form or participating in any of our promotional activities.

## Questions

If you have any questions about the process of how we gather or produce patient stories, please contact us at [shareyourstory@hitchcock.org](mailto:shareyourstory@hitchcock.org) or (603) 653-1917.

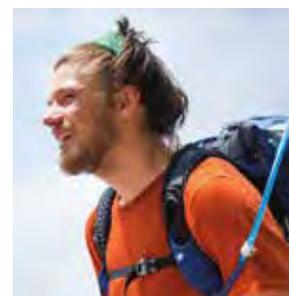
**It is our honor to care for you.  
We look forward to hearing your story.**



our patients



their stories



Share the story of your care to inspire and educate others.

## Sharing your story for the benefit of others

Dartmouth-Hitchcock (D-H) takes great pride in sharing stories from our patients. We focus our story telling on how patients are able to get back to their activities after going through a health care challenge or as they continue to live with a chronic condition. Patients often have helpful advice for others who are experiencing similar health issues.

We use a number of methods to tell our patients' stories, including advertising on television, radio and in print; various internal and external publications like newsletters; our web site; and social media platforms. Also, D-H is frequently approached by local, regional and national news media organizations for expert commentary on, or examples of, clinical care and research in various areas of health care.

Before we share any patient's story, however, Federal and state law require us to obtain the patient's explicit permission to reveal their name, any details of their condition, treatment and care, and other types of identifying information.

Patients who wish to share their story should understand that they are under no obligation to participate in any promotion of D-H. The choice is yours, and whether or not you decide to participate will have no impact on the care you receive from D-H.



## Here are the ways we may share patient stories

### Web site

We have a special place on our public web site where patient stories are kept. Some may be in the form of a written story, others may be a simple quote, and some may have an audio or video segment linked with the patient's photo. We also link stories to the clinical department(s) where the patient received services.\*



**You can see samples of patient stories at:** [d-h.org/stories/our-patients-their-stories.html](http://d-h.org/stories/our-patients-their-stories.html)

**Internal web site for employees:** Additionally, we feature patient stories as part of our intranet site (an internal web site accessible only by employees), which employees throughout D-H refer to on a regular basis.\*

**Social media:** Stories may be featured on D-H social media platforms including but not limited to Facebook, Instagram, YouTube, Twitter, Google+, LinkedIn and Pinterest.\*



### Printed and electronic publications



#### **Imagine Publication:**

Printed quarterly, mailed to D-H philanthropic donors and is put out on tables in patient areas at our locations.

#### **eNewsletter for the Public:**

Monthly eNewsletter that is emailed to members of the public, including many patients, who have chosen to be on our email list.



#### **D-H Today eNewsletter:**

Internal eNewsletter that is sent to Dartmouth-Hitchcock employees once a week. The stories are kept on our internal web site. *D-H Today* is also printed and put on tables in patient areas at our locations.

## Patient portraits

Patient story portraits are on display in public areas of our facilities and feature the patient's photo, a featured quotation and a short synopsis of their story.



## Advertising material

We may feature patient stories as part of print advertising, digital advertising, facility signs and radio ads to raise awareness of D-H and the services we offer.



## Specific campaign materials (print and electronic)

Throughout the year, we roll out projects directed at employees or the public to help support our messages and encourage participation in certain activities. Examples include: United Way giving, blood drives and taking part in fundraising campaigns for related non-profit organizations.

## Videos

Some patient stories are featured in video format, including on our YouTube channel and on our web site.\*

## Media stories

Occasionally, local, regional and national news reporters request an interview with one of our patients and/or their health care providers to capture the patient's experience related to a specific program, service or for a particular condition or disease treatment. These stories may appear in print, broadcast or online.\*

**\*D-H does not control third-party sites, such as social media sites, where patient stories may be posted. When agreeing to the posting of any content on an internet site, including a social media site, you should think carefully about your own privacy and comfort level in disclosing detailed or private information, including health information, about yourself or your family.**