



## **Coverage of Celebrities and Public Figures**

Celebrities and public figures also need health care services. Mercy understands the hospitalization of a high profile person can be newsworthy. However, celebrities or public figures are guaranteed the same privacy privileges under the 1996 HIPAA law. We ask that media coordinate request through Mercy PR, to help ensure information can be shared in a timely manner. Doing so will also help avoid disruption of hospital operations and protect the privacy of other patients and visitors at Mercy.

Mercy PR will work with representatives of the celebrity/public figure or their family to see what information they might want to share with the media. A special news area will be set up that will allow for briefings and filing of reports. Media wishing to attend these briefings will be contacted and the crews will be credentialed. Parking areas for live equipment have also been identified.

Mercy employees, including physicians and staff delivering care to the celebrity, are unable to do interviews without permission from PR.

**Media must stay in the designated areas. Reporters and photographers found wandering in unauthorized areas will be escorted back to the media room by Public Safety. Repeated violations will lead to removal from the campus.**