

PENN MEDICINE

Guidelines for Shooting Video, Film and Photography

It is the policy of the University of Pennsylvania Health System and the Perelman School of Medicine at the University of Pennsylvania — together known as Penn Medicine — to ensure the appropriateness of photography, videotaping and digital audio/visual recording of our patients, faculty, and staff. For our patients' safety and privacy, express permission and an escort from the Department of Communications are required for all photo, film, or video shooting on the University of Pennsylvania School of Medicine campus and clinical areas, including all Health System hospitals and treatment centers.

In addition to the guidelines that follow, a representative of Penn Medicine's Department of Communications must be present at all times while any photography, filming, audio recording or interviews are conducted by third parties (news media, non-profit organizations, pharmaceutical or medical device companies, etc) on Penn Medicine's campus.

The following requirements and guidelines apply to requests by news media and other third parties to film, photograph, or conduct other types of audio/visual recordings in Penn Medicine facilities:

- Requests to film or photograph on Penn Medicine's campus for commercial, non-news purposes must be submitted at least 14 days in advance of the proposed shoot for review and approval by the Penn Medicine Department of Communications. Requests should be submitted using the online portal, [here](#), or by contacting the Communications department at 215-662-6250.
- Photography and filming/taping will be allowed only during times that are least likely to be disruptive to patient safety and privacy, the academic process, and student life.
- Filming and photography projects will typically require an escort from the Communications staff. The only exception to this advance clearance is for internal filming for patient diagnosis, treatment or quality improvement purposes. Security is aware of this requirement and will assist in compliance.
- Filmmakers/photographers may be required to provide proof of project funding and a plan detailing confirmed distribution/publication/broadcast plans for the finished product. (Penn Medicine reserves the right to deny facilitation of non-commissioned and/or unsolicited filming/photography projects.)
- Completion of a Location Agreement and a Certificate of Insurance coverage for film crew members may be required.
- Film/photography crew personnel may be required to undergo a health screen coordinated by the Penn Medicine Department of Communications prior to initiation of filming.

Filming and photography requests are considered on a case-by-case basis. The above represents the critical elements and each is designed to protect patients, our faculty and staff, and our institution. Additional requirements may be necessary depending on particular circumstances.

Contact the Penn Medicine Communications Department at 215-662-6250 or penmedicinecommunications@uphs.upenn.edu to review filming requests and facilitate the completion of all necessary legal documents prior to scheduling recordings of any kind.