

Cooley Dickinson Health Care

Services for the Media/Media Guidelines

Patient Confidentiality

It is Cooley Dickinson Health Care's legal and moral obligation to protect the confidentiality of its patients, employees, affiliated providers, and volunteers while maintaining the highest standards of communication with the media.

Due to federal HIPAA (Health Information Portability and Accountability Act) regulations, members of the media seeking patient condition reports must have the first and last name of the patient they are inquiring about. In some cases, we reserve the right to refuse a patient condition or a media request based on patient confidentiality.

Media Relations Team at Cooley Dickinson

Julia Sorensen, Chief Marketing & Communications Officer, 413-582-2214

Christina Trincherro, Marketing Communications Director, 413-582-2421

Kelly Charest, Marketing Coordinator, 413-582-2216

Media Requests: What You Should Know

The Media Relations team within Cooley Dickinson Health Care's Marketing Communications department is available to assist member of the media with a variety of inquiries.

- Direct all media inquiries to any of the staff listed above. We understand deadlines and are committed to responding to media inquiries as quickly as we are able. If in the event you are unable to reach a staff member, contact the Cooley Dickinson switchboard at 413-582-2000.
- Members of the media will be escorted by a Marketing Communications employee whenever the media representatives are at any Cooley Dickinson Health Care facility.
- Media representatives are not allowed to take photos or video of Cooley Dickinson facilities, patients, staff, physicians, volunteers or grounds without seeking permission through the Marketing Communications team member. We limit photography and videography of patients and family members on Cooley Dickinson inpatient units and in public spaces.
- In the event of a disaster or another incident that prompts Cooley Dickinson to activate its emergency operations response/chain of command, a Marketing Communications staff member will be part of the response team. Depending on the incident, the Cooley Dickinson representative will facilitate the needs of the media while following the incident command/emergency operations protocols.

If you have any questions about our media guidelines, call a staff member listed above or send an email to feedback@cooleydickinson.org