USE OF ELECTRONIC COMMUNICATION SYSTEMS
(Telephones, PDAs, pagers, voice-mail, facsimile machines, Internet/Intranet, e-mail, etc.)

I. Policy:

A. Introduction

As a caregiver, you may have access to Aurora Health Care’s electronic communication systems with a wide range of business and consumer devices which includes but is not limited to, telephones, pagers, voice mail, facsimile machines, e-mail, mobile/cellular telephones, desktop and laptop PCs and personal digital assistants (PDAs include Smartphones, iPad, BlackBerry and other devices that connect to the internet and intranet), and the Internet/Intranet. Our electronic communication systems are meant to help you perform your assignments and communicate information about your work. It is important to remember that when you use our electronic communication systems, your words and actions may be attributed to the organization; therefore, we want to be sure that everyone who communicates through Aurora’s electronic communication systems does so thoughtfully and responsibly with the interests and reputation of the organization in mind. This policy has been developed to clearly define the appropriate uses of Aurora Health Care’s electronic communication systems.

B. Ownership

Our electronic communication systems are the property of Aurora Health Care. All messages, information, and data sent and received by the electronic communication systems belong to the organization.

C. Limited Personal Use

1. We recognize that you will use the electronic communication systems on occasion for your personal needs, and we support you in doing so to maintain a healthy work-life balance. Please remember, however, that such use is subject to our Values, this policy, Aurora Work Rules and that any resulting messages and data are the property of Aurora.

2. You may use our electronic communication systems for your personal or family affairs during breaks or lunch in non-patient care areas, or on a limited basis, during work time with your supervisor’s permission. You may also use our electronic communication systems on occasion to access your personal email, a personal web site or a set of approved social networking sites, blogs, or forums. Personal use may be allowed in non-patient care areas when it does not interfere with your work performance or any other caregiver’s work performance. Please be sure that your personal use does not unduly impact the operation of the
electronic communication systems, impede department functioning, create additional organizational costs, or violate any other provision of this or any other Aurora policy. Specific examples of appropriate use that meet the guidelines outlined above may include a short telephone call or electronic message for a personal appointment, an e-mail message requesting information on an educational offering, or accessing the internet/intranet for specific information related to researching facts about something important to you.

D. No Privacy

Even though you have unique user log-in identification codes and passwords to access the electronic communication systems, it is important to emphasize that you have no privacy in the use of the systems or in any documents, messages, or information created on, with, or transmitted over the systems.

E. Monitoring

Aurora has access to the systems and maintains the right to access and monitor, consistent with the law, all documents, messages and information created on, with or transmitted over the systems, including e-mail and Internet usage, without telling you or other caregivers.

F. Use of Personal devices during Work Time

1. Caregivers with a personal cellular phone, iPad, PDA or other mobile electronic equipment must follow their department guidelines in utilization of these devices during work time. Most patient care areas will prohibit the use of devices and require they be kept in a separate area (break room, locker room, etc…).

2. Caregivers should not be using Twitter or posting status updates on LinkedIn, FaceBook, MySpace or personal websites during work time unless it is appropriate work-related information (see attached Social Media Guidelines).

G. Prohibited Uses

1. When you access the Internet and e-mail through the electronic communication systems, you are identified as a caregiver of Aurora Health Care because Aurora’s name and your electronic mail address are carried along with the message. Please recognize that you may be viewed as a representative of Aurora when you access the systems. Therefore, you must conduct yourself in a responsible and professional manner. Furthermore, we ask that you actively disclaim speaking as an agent of Aurora when you use the Internet or e-mail for your personal purposes including any work within your professional associations, e.g., “The opinions contained in this message are those of the author and do not represent the opinions of Aurora.”

2. Unless expressly permitted, do not send protected health information using email, texting or other methods that would compromise the privacy of our patients.

3. You may not use the electronic communication systems in any way that is not in alignment with our Values and work rules. This includes anything offensive, harassing, illegal, or defaming. Aurora prohibits the use of the electronic communication systems to send or receive offensive or improper messages such as sexually explicit messages, images, cartoons or jokes; unwelcome propositions, requests for dates, or love letters; profanity, obscenity, slander, or libel; ethnic, religious, sexual, racial or other inappropriate slurs; messages or images containing political beliefs or commentary; and any other message that could be construed as harassment or disparagement of others.

4. If you receive offensive or improper messages or pictures from any source outside Aurora Health Care, immediately delete the message and do not forward
the message to any other person. If a message you receive from an Aurora caregiver, contractor, physician, or volunteer violates this policy or any other policy, please refer to your supervisor or human resources for assistance.

5. Examples of inappropriate use of the electronic communication systems include but are not limited to, use without supervisor’s permission, in view of a patient or visitor, in patient care areas, maintenance or access of your own web site, use of the systems for personal monetary gain, use that is excessive or disruptive to the work environment, posting status updates or tweeting during work time and sending jokes, poems, chain letters, chain e-mails, non-business related group messages or non-work related pictures of any kind.

6. Visiting web sites on the Internet that contain sexually explicit, hate, terrorist, or other offensive material is prohibited.

H. Internet Postings & Social Media

1. Whether accessing Internet sites that allow users to post commentary, such as social networking sites, blogs or forums, from Aurora Health Care’s electronic communications systems or on your own systems during non-working time, caregivers should observe the following:

   a. Unless given permission to do so by your immediate supervisor, caregivers are not permitted to explicitly or implicitly imply that they are speaking on Aurora Health Care’s behalf. When posting commentary, and if you are identifiable as an employee, you should add a disclaimer to your posting such as: “The opinions contained in this message are those of the author and do not represent the opinions of Aurora.”

   b. Caregivers are not permitted to post confidential or proprietary information or materials (i.e., patient, caregiver and Aurora-related information). Nor are caregivers permitted to use Aurora’s logo [or photos of healthcare facilities, patients, other caregivers, etc.] without prior express written authorization.

   c. If you are unsure about whether you should post certain information that may be related to Aurora, please contact your immediate supervisor and also refer to the attached Social Media Guidelines.

   d. Remember that you are legally responsible for the content of your commentary posted on the Internet. Therefore, you may be subject to personal liability if your posts/commentary are found to be defamatory, harassing, obscene or libelous or if your posting contains confidential or copyrighted information. The above conduct is also specifically prohibited by this policy when accessing the Internet via Aurora’s electronic communications systems.

I. Confidential Information, Solicitation, and Illegal Activities

1. You may not improperly disclose confidential information and materials (i.e., patient information, confidential Aurora-related business information, information relating to other Aurora caregivers) via the electronic communication systems. Nor may you use the systems to solicit for commercial activities, religious or political causes, outside organizations or other non-company related matters. (Please refer to the guideline prohibiting solicitations in the Aurora Handbook and Aurora Administrative Manual). In addition, you may not use the electronic communication systems for illegal activities or purposes.

2. If you receive a message that was not intended for you, immediately contact the sender and destroy all copies of the original message. All messages, including
any e-mail attachments, are for the sole use of the intended recipient(s) and may contain confidential information. Any unauthorized review, use, disclosure or distribution is prohibited.

J. Copyrights and Licenses

You must not violate copyrights, trademarks, and/or software licenses. You may not copy, download, or use any image, text, video, audio material, software, or other copyright-protected, licensed, or trademark-protected data without appropriate authorization. This restriction applies to copying copyrighted, licensed, or trademark protected materials from someone else, the local area networks, or the Internet.

K. Viruses

Because of the increasing threat of viruses transmitted via the Internet and e-mail, no Internet or e-mail files may be downloaded or opened unless the source of these files or programs is known to be safe. If there is any uncertainty in your mind about the source of these files, you should contact the Information Technology department Service Desk.

L. Access

You are responsible for preventing unauthorized personnel from accessing the electronic communication systems. Do not allow other caregivers to use your login identification codes or passwords for any system or application that contains confidential or protected health information. If you need to access a system for which you don’t have a login identification code and/or password, contact your supervisor to request appropriate access through Information Technology. If you suspect that another person is using your password, you are responsible for changing the password and informing your supervisor.

Passwords may be shared with Information Technology support staff when needed for solving a problem with a computer or software application. You should change the password once the problem is resolved.

M. Non-Exempt (Hourly) Employee Overtime

Aurora Health Care complies with the Fair Labor Standards Act (FLSA) and Wisconsin wage and hour laws. As a general rule, the FLSA and Wisconsin require employers to pay non-exempt employees no less than the federal minimum wage or the state minimum wage if higher for all hours worked, and to pay overtime pay at the rate of 1.5 times the employee’s regular rate for all hours worked over 40 hours in a workweek. Non-exempt employees are those employees who are paid on an hourly basis and/or are not exempt from the provisions of the FLSA and Wisconsin laws as determined by Aurora’s system compensation department.

Non exempt employees may not access Aurora’s business related e-mail, Learning Connection, or perform any other online work related functions outside of regular working hours, without prior written approval of your supervisor. Your supervisor’s written approval needs to specify the work to be done and the amount of time outside of regularly scheduled working hours that is approved.

Time spent accessing, responding to business-related e-mail, performing online work related functions, or using Aurora’s Learning Connection for training, training sign-up, testing, looking for information sources, such as anything on the Internet, intranet, iConnect (e-portal), etc. must be counted toward worked time. If permission is not obtained in advance for time worked outside regularly scheduled working hours, this will be considered a work rule violation according to Aurora’s disciplinary policy.

Employees who are classified as exempt (salaried) under Fair Labor Standards Act and the Wisconsin wage and hour laws are not eligible for overtime.
N. Violations

Violations of this policy and its attached guidelines could result in corrective action up to and including suspension and termination. In addition, this could result in imprisonment and fines for any HIPAA related breach of patient confidentiality.
Social Media Guidelines

The number of tools allowing individuals and groups to talk with one another online is changing the way we work, offering new ways to engage with patients, colleagues, and the world. It’s a new model for interactions and we believe social media can help you impact the patient experience. Social media creates an opportunity for each caregiver to participate in global conversations related to their professional area of expertise and our health care environment.

These guidelines describe expectations for caregiver participation in online social media such as: blogs, wikis, social networks, virtual worlds, forums, and web mail. We also need to use our Aurora Values, Policies and Procedures as our guiding principles in social media interactions. Failure to follow these guidelines could put your future participation at risk and may result in corrective action.

Personal Participation

Aurora fully respects what you do on your own time. However, activities in or outside of work that affect our patients, your fellow caregivers, your job performance, the performance of others, or any Aurora business interest are a proper focus for our policies and practices.

Rules of Engagement

• Know and follow all applicable policies and procedures. For example, you must not share confidential or proprietary information and you must maintain confidentiality. Areas to be most aware of include: Aurora Values, Social Media Guidelines, Confidentiality and Privacy Guidelines, Work Rules, and Electronic Communications Policy.

• Be transparent and write in the first person. Where your connection to Aurora is apparent, make it clear that you are speaking for yourself and not on behalf of Aurora. In those circumstances, you need to include the disclaimer “The opinions contained in this message are those of the author and do not represent the opinions of Aurora.”

• Use a personal email address (not your Aurora address) as your primary means of identification.

• Be respectful and professional to everyone using the Aurora Values as your guide.

• Ensure that your blogging and social networking activity does not interfere with your work commitments.

• Ask the Department of Social Media or Human Resources if you have any questions about what is appropriate to include in your online activities. Remember that if you wouldn't want your manager or others to see your comments, it is unwise to post them to the Internet.
Aurora Participation

Some caregivers may be interested in engaging in internet conversations for work-related purposes, or may be asked by leadership to participate, in support of Aurora’s objectives. Such engagement, including establishment of official external sites representing Aurora, must be approved and coordinated through the Department of Social Media who provides oversight and assistance to guide development of new social media platforms, sharing knowledge, and instituting best practices for successful implementation.

Rules of Engagement

- If you are interacting for work purposes, use your name, role at Aurora and be accurate and factual. Write about your areas of expertise.
- Talk and interact professionally, just like you would in any other work related conversation. Consider content that is open ended and invites response.
- Add value with your conversations. Post meaningful, respectful comments that support the broader community we serve. When a response is appropriate, respond quickly.
- Acknowledge and correct mistakes promptly.
- Disclose conflicts of interest immediately.
- Respect copyright and fair use laws. You should never quote more than short excerpts from someone’s work.

Criteria for Official Aurora Social Media Sites

Any creation of a new site must be reviewed and approved by the Department of Social Media and appropriate expertise must be identified to ensure value added content.

NOTE: Aurora’s Social Media Guidelines and related policies in no way prohibit caregivers from good faith communications about the terms and conditions of their or their coworkers’ employment consistent with the National Labor Relations Act.