

Subject <b>Internet Links</b>		No. <b>139</b>	Page <b>1 of 3</b>
Prepared By <b>Information Services / Marketing</b>	Prior Issue Date	Issue Date <b>04/01/02</b>	

  

**GENERAL**

William Beaumont Hospital recognizes that it has an obligation to its patients, its payors, its employees and the communities it serves to provide the highest / most accurate level of medical content on all of its web pages.

Part of that obligation, is linking only to reputable medical sites that maintain the Beaumont standards with regard to healthcare information.

  

**INTERNET LINKS TO MEDICAL CONTENT**

- Focus on content links rather than building and maintaining *substantial* clinical content.
- Links only to high-quality, reputable sites will be allowed – only for high quality health information on a limited number of “best of the best” sites.
- Higher preference will be given to sites sponsored by the U.S. government (.gov), educational organizations (.edu), professional associations and non-profit organizations (.org) instead of commercial sites (.com).
- All sites being linked to must contain information about the sponsoring organization – i.e. their mission, background, agenda, etc.
- Site information must be credible, reliable and balanced. Sites espousing extreme viewpoints, or promoting unproven therapies, will not be included.
- The information must be current and updated regularly – according to a pre-defined schedule.
- Linked sites that collect personal information must have privacy statements. These statements should articulate how personal information is protected and under what conditions it is shared.
- Linked sites must provide a secured server for financial transactions and/or the collection of personal information.

Subject <b>Internet Links</b>		No. <b>139</b>	Page <b>2 of 3</b>
Prepared By <b>Information Services / Marketing</b>	Prior Issue Date	Issue Date <b>04/01/02</b>	

  

**INTERNET LINKS TO MEDICAL CONTENT (Cont'd)**

- Linking to sites that require payment from or provide payment to Beaumont Hospital must be approved by Administration. Entering into these types of relationships has legal, financial, compliance and ethical issues that must be addressed.
- All links for medical content will be reviewed and approved by the director of the medical library.

  

**LINKING TO PRIVATE PHYSICIANS**

- Beaumont's Web site will link to the Web site of each private-practice physician (as requested/available) on the biography page of that physician.
- Private practice sites must be reviewed and approved by the Medical Credentialing Committee prior to linking to the Beaumont site. Approval will be given if:
  - The physician's site provides information in full conformance to the physician's medical staff privileges at Beaumont.
  - The physician's site does not promote other hospitals' services.
- The private practice sites will be advised to have sufficient capacity to handle traffic volumes and to provide adequate downloads.
- Lists containing information about Beaumont private practice physicians will be provided on the site after the approval of Medical Administration. A suggested outline is attached.

  

**LINKS TO BEAUMONT DONOR WEB SITES**

- The Beaumont Foundation will establish a donor link policy.

Subject <b>Internet Links</b>		No. <b>139</b>	Page <b>3 of 3</b>
Prepared By <b>Information Services / Marketing</b>	Prior Issue Date	Issue Date <b>04/01/02</b>	
<p><b><u>LINKS TO BEAUMONT</u></b> <b><u>DONOR WEB SITES</u></b> <b><u>(Cont'd)</u></b></p> <ul style="list-style-type: none"><li>▪ Donors will not be given special exceptions to our linking policy.</li><li>▪ Links to donor web sites will be allowed only if the link is relevant to the Beaumont site being linked from.</li><li>▪ Links to donors' businesses or causes will generally not be allowed.</li></ul>			