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## MEDIA REQUESTS

- **For all media requests or campus visits, contact Shelli Dankoff. If Shelli is not available, contact the Public Relations office at 655-2321.**
- Weekends: Call Shelli. If not available, call Amy.
- **If a patient, family member, doctor, or employee invites you to interview him/her on campus, you must contact Public Relations.**  
If the interview involves a patient, a signed consent form must be in the patient's file before any interviews/photos/videos take place.
- Media Parking: Along Glen Oak by main entrance or in North Parking Deck.
- **Reporters must check in at the Security desk by the main entrance of the Glen Oak building, across from the Gift Shop on the first floor. A PR rep must escort you while on the main campus of OSF.**

## PATIENT CONDITION REPORTS:

Please call Public Relations Monday – Friday from 8 am – 6 pm for condition reports.

**Shelli Dankoff is your first contact (655-3897) or the main PR line (655-2321).**

After hours you may call the hospital operator at 655-2000 and ask to be connected to the Nursing Supervisor.

## CONDITIONS:

There are only four words we can use to describe a patient's condition: **Good, Fair, Serious, or Critical.**

Please do not ask us to elaborate or provide additional details about a patient. We are unable to, because of HIPAA privacy laws. If you would like to learn more, go to [www.hipaa.org](http://www.hipaa.org).

If a patient or his/her family requests that no information be released, we must honor that request. The patient is then placed on the Do Not Publish (DNP) list. In these instances, **we are unable to even confirm if the person is a patient** at OSF Saint Francis Medical Center or Children's Hospital of Illinois.

## MEDIA TIPS:

Any patient brought to our facility 17 years of age or younger is a Children's Hospital patient, including the Emergency Department. (Example: A 15-year-old girl was rushed to the Children's Hospital of Illinois Emergency Room after the car accident).

Any stories dealing with sleep disorders, neurology, Muscular Dystrophy, brain or spinal injuries are considered the Illinois Neurological Institute (INI) rather than OSF Saint Francis Medical Center, and should be referenced as such.

OSF has no periods between the O, the S, and the F. (It's OSF, *not* O.S.F.).



- Founded in 1877
- 5,500+ employees
- 820 physicians on medical staff
- 616 licensed beds
- Level I Trauma Center (*highest level*)
- Full-service Emergency Department (72,000 ER visits per year)
- Teaching hospital affiliated with University of Illinois College of Medicine at Peoria
- 9 residency programs
- 3 hospitals within a hospital:
  - Children's Hospital of Illinois
  - Illinois Neurological Institute
  - OSF Saint Francis Heart Hospital



- Pioneered nation's first care unit for premature infants (1949)
- Formally established as a pediatric hospital in 1990
- 127 beds
- 80 pediatric specialists
- Central Illinois' only Level III Neonatal Intensive Care Unit (NICU) (*highest level*)
- 6,000 admissions
- 2,000 newborn deliveries
- 16,000 ER visits per year
- Serves 35 counties in Illinois



- Stroke Network, Sleep Disorder Center, Gamma Knife, Trilogy
- 90 beds
- 15 neurologists / 2 pediatric neurologists
- 7 neurosurgeons
- 5 radiologists
- 2 radiation oncologists
- 5 physical medicine & rehabilitation physicians
- First neurosurgery performed at OSF (1949)
- First head CAT scan unit in Illinois (1973)
- First MRI head scan in downstate Illinois (1983)
- First Gamma Knife Center downstate (2001)
- OSF Stroke Center first in Illinois to receive Gold Seal of Approval as a primary stroke center (2004)



- 95 Beds
- Only full-service tertiary hospital for hearts in central Illinois offering services in pediatrics and adults
- 3,500 inpatients/30,600+ outpatients
- Full range of cardiovascular services available 24/7
- One of the first coronary care units in Illinois opens at OSF (1969)
- Thomson Top 100 Cardiovascular Hospital (2006)
- OSF Cardiac Network
- Heart 777 Program

### HOW TO CHYRON and INTRODUCE STAFF & PHYSICIANS:

Correct chyron is: John Smith, M.D.  
OSF Saint Francis Medical Center (Saint is spelled out in its entirety)

**OR**

Joe Miller, M.D.  
Children's Hospital of Illinois

They can be introduced in the copy as "Dr. John Smith, Anesthesiologist for OSF Saint Francis Medical Center," OR "Dr. Joe Miller, Pediatrician for Children's Hospital of Illinois."

The correct on-screen chyron for any of our employees is their name on the first line with either OSF Saint Francis Medical Center, Children's Hospital of Illinois, Illinois Neurological Institute, or OSF Saint Francis Heart Hospital on the second line. You can use the verbal introduction to more fully explain their position.

**Print media:** Use traditional A-P Style Guidelines to reference an interviewee. **The 'Saint' in OSF Saint Francis Medical Center must always be fully spelled out on the first reference.** Headlines should always spell out 'Saint' as well. Likewise, it must be Children's Hospital of Illinois on the first reference.