

Section: Operational Support for Educational and Administrative Events

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Subject: Webcasting

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INTRODUCTION

OTN Members can utilize webcasting services in order to deliver live and/or archived broadcasts through the Internet. The sound and video captured by a video conferencing system is streamed to an OTN web server for viewing by end users from the comfort of their desktops. All webcasts, live and archived, are accessible through OTN's Webcasting Centre at <http://webcast.otn.ca>.

The following document outlines policies and procedures that have been created to ensure that webcasting services are delivered efficiently and consistently to Membership across the province. The Ontario Telemedicine Network (OTN) webcasting policy and procedure will be reviewed and updated on a yearly basis. This policy applies to individuals and organizations seeking to schedule and organize a webcast through the Ontario Telemedicine Network. Webcasting services are only available to member organizations of the Ontario Telemedicine Network. Third party use of this service is prohibited.

POLICY STATEMENT

Webcasting Scheduling and Agreement Form:

All requestors/organizers seeking to schedule a webcast with OTN must submit a Webcasting Request Form and Webcasting Agreement Form to webcasting@otn.ca at least 15 business days before the requested webcasting date. Once the Webcasting Request Form and Webcasting Agreement Form have been submitted, the requestor will receive a confirmation no later than 10 business days. Please note that OTN requires a signed Webcasting Agreement Form for each presenter.

Due to limited resources, webcasts are supported on a first come basis. Please be advised that OTN will schedule webcasts up to one year in advance provided that all Webcasting Agreement Forms are received. OTN webcasting services are available Monday to Friday, between 7:00 a.m. – 5:00 p.m. ET.

Open and Password Protected Webcasts:

Organizers have the option of delivering their live and/or archived webcasts in an open or password protected format. This option must be clearly indicated on the Webcasting Request Form. For private or closed webcasts, OTN does not distribute passwords. This is the responsibility of the webcast organizer.

Organizers that select the open webcast option do not require end users to enter in a user name and password to view the live and/or archived event. Thus, these sessions can be accessed by anyone with a computer that meets system requirements. It is the responsibility of the webcast organizer to ensure that the speaker(s) is aware that the session is available to all users of the public Internet.

Organizers who select the password protection option are required to create a user name and password. This must be clearly indicated on the Webcasting Request Form. The user name and password must be no longer than 9 characters (without spaces) and is case sensitive. Webcast organizers are responsible for securing and circulating the user name and password to session participants prior to the live delivery and/or archival date.

Webcasting Duration Limitations:

Webcasting best practices indicate that effective webcasts typically do not exceed 60 minutes.

Archival of Webcast Sessions

OTN provides Members with the ability to capture and archive webcasts on the OTN website. All archived webcasts will be placed on the OTN Webcasting Centre for a period of one year, unless otherwise specified by the requestor/organizer.

Webcast Requestors/Organizers must send an email to OTN at webcasting@otn.ca if they wish to:

- a. Have the session removed from the OTN Webcasting Centre *prior* to the one year period. Please include the following information in your email: date of event, start/end time, event title, and name of presenter(s) and desired *removal date*.

Requestors/Organizers will receive an email from OTN, indicating that the archived session has been removed.

- b. Have the session archived on the OTN Webcasting Centre *beyond* the one year period. Please include the following information in your email: date of event, start/end time, event title, and name of presenter(s) and desired *removal date*.

Requestors/Organizers will receive an email from OTN, indicating that their request has been approved.

Webcasting Content:

Webcast organizers and presenters are responsible for ensuring that all content delivered (whether verbal or recorded) complies with the requirements of the *Personal Health Information Protection Act, 2004* and Ontario Regulation 329/04. The presenter should respect intellectual property considerations and is responsible for adhering to any requirements of the *Copyright Act*. OTN reserves the right to cancel and/or remove an archived webcast if there is an unauthorized disclosure of personal health information and/or if the content is deemed offensive.

It is expected that hosting sites and presenters will follow the OTN's Webcasting Acceptable Use Policy and best practices in webcasting documentation in order to effectively deliver a high quality session.

Privacy and Intellectual Property:

In a webcast, the speaker holds intellectual property rights. OTN will not sell the content or file to a private commercial vendor. OTN reserves the right to remove a session if it is determined that the session does not meet OTN's Webcasting Acceptable Use Policy.

All presenters must comply with the Personal Health Information Protection Act, 2004 and Ontario Regulation 329/04. All identifying, personal health information of patients (names, birth dates, address, health card number etc.) must be removed from any recorded image or documentation shared during any educational session or presentation. Personal health information in oral or recorded form, including the patient's voice or image, cannot be disclosed during or after the presentation (i.e. question and answer period) without the express written consent of the patient. The presenter or host is responsible for taking appropriate action if there has been an unauthorized disclosure of personal health information during the course of the webcast and for ensuring that the webcast is not archived. The presenter or host is responsible for contacting OTN's privacy officer if there is unauthorized disclosure of personal health information during the course of the webcast.

While OTN provides the technology and infrastructure to facilitate webcast events, the presenter owns the content. However, OTN reserves the right to stop a live event or to not archive an event, should it become aware that the content is in contravention of the *Personal Health Information Protection Act, 2004* and/or Ontario Regulation 329/04.

Members who elect to utilize their own webcasting system, in conjunction with an OTN videoconference, must adhere to the standard of privacy set out by the *Personal Health Information Protection Act, 2004* (PHIPA) and take measures necessary to protect personal health information. In the event that an inadvertent disclosure of personal health information occurs in spite of these measures, the member must:

- a. take action as required in the moment to contain the inadvertent disclosure;
- b. immediately contact OTN's privacy officer (privacy@otn.ca);
- c. ensure that the webcast is not archived and not available for viewing.

In the unlikely circumstance that an inadvertent disclosure of personal health information is identified after a session has been posted on a website and thus made available to participants, the member is responsible for removing the session immediately and contacting OTN's privacy officer.

PROCEDURE

To schedule a webcast, the requestor must follow the steps outlined below:

- a. Reserve the videoconference room/system at the host site location.
- b. Complete a Webcasting Request Form and have the Webcasting Agreement Form signed by the presenter(s). These forms can be downloaded from the OTN Webcasting Centre at <http://webcast.otn.ca/forms.html>.
- c. Send Webcasting Request Form as an email attachment to webcasting@otn.ca. At the same time, you must fax a signed Webcasting Agreement Form for each presenter to 705-688-0324. Webcasting Agreement Forms can also be scanned and emailed to webcasting@otn.ca. Original copies should be retained for your own records.

Note:

The Webcasting Request Form and signed Webcasting Agreement Form(s) must be submitted at least 15 business days in advance of the event. Once submitted, an education team member will respond no later than 10 business days to indicate whether or not the webcast can be supported. Late requests will not be accepted. The Webcasting Agreement Form for an educational session must be signed by the presenter(s), not someone acting as proxy.

- d. Once the webcast has been approved via email confirmation, webcast requestors/organizers must follow regional scheduling processes to schedule the video conference portion of the event. The requestor/organizer must indicate in their communication (i.e. Video Conference Request Form, E-Request, etc.) to OTN scheduling that the webcast has been approved by the OTN Education Team. If you have changes (i.e. new start time, cancellation, etc.) to your scheduled video conference/webcast, please contact the OTN scheduling office.

Note:

It is the responsibility of the organizer to ensure that webcast participants understand how to access the webcast and/or have received the "How to Access a Live and Archived Webcast" training module or information sheet prior to the session. These documents outline the steps required to access a session and are available on the OTN Webcasting Centre Website at <http://webcast.otn.ca/training.html>.

ASSOCIATED FORM(S)

- 11.40.F1.v1- Webcasting Request Form for Educational Events
- 11.40.F2.v1 - Webcasting Agreement Form

RELATED OTN POLICIES OR GUIDELINES

11.35.P.v1 - OTN Webcasting – Acceptable Use Policy

DEFINITIONS

Archival

Webcast requestors/organizers can select to have their webcast archived on the OTN website. This allows target learners to access the session on demand or in an asynchronous format. All archived webcasts will be placed on the OTN Webcasting Centre for a period of one year, unless otherwise specified by the requestor/organizer.

Asynchronous

An event that is offered in an asynchronous format refers to communication that occurs at different times. OTN Members can select to archive their webcast session and make it available in an asynchronous format, thus permitting on demand access to the event.

Private, By Invitation Only Event

Organizers/requestors can employ a user name and password to restrict access to their event. Organizers/requestors are responsible for distributing the user name and password to webcast participants.

Public, Open Event

This kind of event is one in which all interested end users are able to participate up to maximum capacity. For webcasting, organizers/requestors can elect to have their webcast available without password protection.

Synchronous

An event that is offered in a synchronous format refers to a type of communication with virtually no time delay, allowing participants to participate in the session in real time. OTN Members can select to deliver their webcast session in a live or synchronous format.

Videoconference

A videoconference is a real-time two-way transmission of digitized video images between two or more locations. The two main kinds of videoconferences are point-to-point and multipoint calls.

Webcast

A webcast involves the delivery of live or archived broadcasts through the Internet. The sound and video captured by a conventional video conferencing system is streamed to a web server for viewing by end users from the comfort of their desktops.

Webcasting Agreement Form

The Webcasting Agreement Form must be completed and signed by all speakers who are presenting during a live and/or archived webcast session. This form is available on the OTN website <http://webcast.otn.ca/forms.html> and must be submitted along with the Webcasting Request Form. The OTN webcasting system is not scheduled until both forms are received.

Webcast Organizers

The webcasting organizer is the individual responsible for organizing the webcast. The organizer is typically located at the host site, from which the speaker(s) will be presenting. The Webcasting Organizer may be responsible for completing video conference scheduling, the Webcast Request Form, and securing the Webcast Agreement Form from the presenter(s). In addition, the webcasting organizer informs target learners of the event and distributes the OTN Webcasting Training Module as required.

Webcast Presenters

Webcast presenters are individuals who have been identified as the key speakers or deliverers of content



during a session. All webcast presenters must complete and sign a Webcast Agreement Form prior to the session.

Webcasting Request Form

The Webcasting Request Form must be completed by the webcast organizer/requestor and submitted to OTN at least 15 business days in advance. This form is available on the OTN website

<http://webcast.otn.ca/forms.html>

END OF POLICY AND PROCEDURE
