



Webcasting

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1 Purpose, Objectives and Scope

1.1 Purpose

- 1.1.1 Members of Ontario Health (OTN) 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 are streamed to a web server for viewing by end users from their desktop or mobile devices. All webcasts live and archived, are accessible through OH-OTN's Webcasting Centre at <http://webcast.otn.ca>.
- 1.1.2 All webcasts must meet criteria as outlined in OH-OTN Webcasting Acceptable Use Policy

1.2 Scope

- 1.2.1 This policy applies to all users of the Webcasting Centre.

1.3 Compliance and Exemptions

- 1.3.1 Compliance with this Policy is mandatory. Failure to comply with the requirements of this Policy may result in deletion of the webcast without notice.

2 Policy

2.1 Online Webcasting Request

- 2.1.1 Webcasts can be requested online using TSM/NCompass self-scheduling software. All organizers seeking to schedule a webcast can submit their request up to 30 minutes before the event's scheduled start time. Once submitted, the system will display a message to the requestor indicating their request has been scheduled.
- 2.1.2 . OH-OTN webcasting services are available Monday to Friday, between 7:00 a.m. – 7:00 p.m. ET. A webcast event can occur during Monday to Friday, between 6:00 a.m. and 8:00 p.m. eastern time and within the next year.
- 2.1.3 A Webcast Request must be submitted for all live only, archived only, or live and archived events.
 - 2.1.3.1 Live Only: The event will be webcast during its scheduled date and time. Participants can attend the event via the internet only during this time.
 - 2.1.3.2 Archived Only: The event will not be webcast during its scheduled date and time but will be recorded and then stored on the Webcasting Centre, allowing participants to access the session on-demand. All archived webcasts remain on the Webcasting Centre for a period of two years, unless otherwise specified by the presenter.
 - 2.1.3.3 Live and Archived: The event will be webcast and recorded during its scheduled date and then stored on the Webcasting Centre. Participants can attend during the live webcast and also watch it on-demand at any time while it is archived.

2.2 Expectation to Follow Privacy Best Practices

- 2.2.1 When cancelling an event, it is imperative to also cancel the event in TSM/Ncompass. This will prevent systems automatically connecting to an event that are no longer taking place and prevent situations of inadvertent disclosure of personal and/or personal health information.
- 2.2.2 Remember that even though your site may not be scheduled in an event when using what appears to be an available room, there is a possibility that you may be connected without knowing so ensure the camera and mic are not connected prior to your meeting.

2.3 Presenter Consent to Archive and Responsibilities

- 2.3.1 Prior to archiving a webcast, the consent of the presenter(s) is required. An automated email requesting consent will be sent to the presenter(s), once the webcast has been confirmed. Requests to archive webcasts will not be processed until consent of all presenters is received.
- 2.3.2 Presenter/organizer must announce the title of the event by stating “the event is now beginning” at the start of the webcast which will notify OH-OTN Webcast Administrator to edit anything that may have been captured prior to the event commencing.
- 2.3.3 When a webcast is ended, the presenter/organizer must announce “the event has now ended” as this will serve to notify the OH-OTN Webcast Administrator to edit out anything after the event has ended.
- 2.3.4 Upon completion of the webcast, presenter will be sent a final consent via email to confirm that event took place and still wish to publish webcast. This process will add an additional safeguard measure that the event took place.
- 2.3.5 Once consent by all presenters has been received and processed, the webcast will be published on OH-OTN’s Webcasting Centre. “Live Only” webcasts do NOT require presenter consent.

2.4 Public and Private Webcasts

- 2.4.1 Organizers must indicate at the time of scheduling the event if they wish their webcast to be Public (anyone who visits the Webcasting Centre can view the webcast) or Private (wish to limit access to the webcast)..
- 2.4.2 Organizers who select the “public” webcast option have the responsibility to ensure that all presenters are aware, that the session is available to all users of the Internet.
- 2.4.3 Organizers who choose “private” webcasts also require a channel and identify whether the webcast will searchable.
 - 2.4.3.1 Select **Show my webcast** if user want the webcast to appear in Webcasting Centre search results. The webcast listing will appear with a “locked” indicator and a link that allows viewers to submit an email to the event creator requesting access.
 - 2.4.3.2 Select **Hide my webcast** if user want the webcast not to appear in Webcasting Centre search results.

2.4.4 For private webcasts, the user must provide a channel name.

2.4.4.1 Channels help webcast creators control access to their webcasts and offers the ability to group webcasts by content.

2.4.4.2 Access to a channel provides a Webcasting Centre user with access to all content associated to that channel. If the webcast will belong to an existing channel, remember that someone accessing a webcast in the channel will be able to view all webcasts in that channel.

2.4.4.3 A webcast can belong to only one channel.

2.5 Recommended Webcasting Duration

2.5.1 Webcasting best practices indicate that effective webcasts typically do not exceed 60 minutes. OTN recommended standard for Webcasts is that they should not exceed 4 hours in duration.

2.6 Archival of Webcast Sessions

OH-OTN provides Members with the ability to capture and archive webcasts on the Webcasting Centre. All archived webcasts will be placed on the Webcasting Centre for a period of two years, unless otherwise requested by the organizer. Contact OH-OTN, via email, at webcasting@otn.ca to extend your archived webcast..

2.7 Webcasting Content

- 2.7.1 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](#) (PHIPA) and Ontario Regulation 329/04 and all applicable privacy legislation. The presenter should respect intellectual property considerations and is responsible for adhering to any requirements of the [Copyright Act](#). OH-OTN reserves the right to cancel and/or remove an archived webcast if there is an unauthorized disclosure of personal and/or personal health information and/or if the content is deemed offensive.
- 2.7.2 OH-OTN reserves the right to remove a session if it is determined that the session does not meet OH-OTN's Webcasting Acceptable Use Policy. Webcasts are intended to be educational in nature and should never be attempted to provide 'Health Care' services.
- 2.7.3 All identifying, personal health information (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 individual's image, cannot be disclosed during or after the presentation (i.e. question and answer period) without the express written consent of the patient. While every effort will be made to protect a participant's identity in educational sessions on the network, the participant must understand that participation in an educational session will result in their voice being captured during the webcast. While voice is protected in a clinical consult under personal health information legislation, participant voices in an educational event are not.
- 2.7.4 The presenter or host is responsible for taking appropriate action if there has been an unauthorized disclosure of personal and/or 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 OH-OTN's Privacy Office (OH-OTN-Privacy@ontariohealth.ca) if there is unauthorized disclosure of personal and/or personal health information during the course of the webcast.
- 2.7.5 While OH-OTN provides the technology and infrastructure to facilitate webcast events, the presenter owns the content. However, OH-OTN reserves the right to stop a live event or not archive an event, should it become aware that the content is in contravention of PHIPA.
- 2.7.6 Members who elect to utilize their own webcasting system, in conjunction with an OH-OTN videoconference, should adhere to the standard of privacy set out by the PHIPA and take measures necessary to protect personal and/or personal health information. In the event that an inadvertent disclosure of personal and/or 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 OH-OTN's Privacy Office (OH-OTN-Privacy@ontariohealth.ca);
and

- c) Ensure that the webcast is not archived and not available for viewing.
- 2.7.7 In the unlikely circumstance that an inadvertent disclosure of personal and/or 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 Office.

2.8 Webcasting Quality Control

2.8.1 It is important to note that the quality of a webcast will be dependent upon the quality of the videoconference. Therefore, Members using webcasting as an extended mode of delivery are responsible for:

- Having prior knowledge and skill in hosting videoconference events. If new to webcasting, it is recommended that the Member review [Webcasting Resources](#) in the Webcasting Centre.
- Ensuring that users are able to access the webcast and meet minimum system requirements (<http://webcast.otn.ca/support>);
- For instructional screencasts and quick guides on videoconference etiquette and best practices please visit the [Webcasting Resources](#);
- Ensuring that the room is properly set up and that microphone locations are appropriate and audio checks completed;
- Ensuring that the room has proper lighting;
- Positioning the camera at the appropriate location (speaker) and ensuring that the microphone is not muted and in front of/close to the speaker;
- Webcasts automatically include a 15-minute pre-test time to ensure that audio, video and presentation are functioning. Test the above during this time;
- Arrange for a colleague to monitor and communicate any videoconference issues to the presenter, moderator or OH-OTN Technical Support at (1-855-654-0888).

3 Review Cycle

This Policy is to be reviewed regularly and at least within 2 years of its effective date or earlier if necessary.

4 References and/or Key Implementation Documents

- Webcasting Acceptable Use 11.36.P
- Non-Clinical Self-Scheduling & Registration
- Telemedicine Service Manager (TM) Educational and Administrative Scheduling
- Webcasting Online Help Updates
- Self-Scheduling a Webcast Event FAQ

- Webcasting Centre FAQ

5 Policy Consultations

The following were consulted in the development of this Policy

1. Member Services
2. Member Relations
3. Member Processes
4. Member Activation
5. Marketing and Communications

6 Policy Review History

Date of Review MM/YYYY	Itemize section changed and description of change (if no changes made, indicate N/A)	New policy number	Date of Approval DD/MM/YYYY	Approver