

UK HealthCare Web Policy

Purpose:

The goal of the UK HealthCare Web Policy is ensure that the UK HealthCare Web site provides readily accessible, clearly presented, up-to-date and accurate information about clinical services to help consumers with their health care decision-making needs. This information must meet minimum standards in order to meet the needs of those seeking our services.

Summary:

UK HealthCare has developed both Web templates and a Web policy to govern the official presence of the clinical enterprises on the World Wide Web. The University of Kentucky has existing policies for any Web presence on the uky.edu domain. This UK HealthCare Web policy is designed to clarify development of Web sites for the clinical enterprise.

Scope:

This policy establishes the scope of required Internet information for all clinical areas of departments, centers, clinics, institutes, services, programs, labs and hospitals of UK HealthCare.

Template: All UK HealthCare clinical content should be contained in a UK HealthCare Web template, including the attached CSS styles. UK HealthCare Marketing will work with centers and institutes to co-brand their sites. Clinical departments, centers and institutes may also provide patient information on departmental sites aimed at an academic or professional audience; however, it is not required.

Content: The definition of information to be included is in the attached expanded section, Appendix A.

Enforcement and Exclusions: The Web Advisory Council is responsible for both enforcement, and issuing exclusions to the UK HealthCare Web Policy.

See also:

- University of Kentucky Policy Governing Creation and Maintenance of Material for the World Wide Web (UK PR): www.uky.edu/Regs/WebPolicy/
- Policy Governing Access to and Use of University of Kentucky Computing Resources: ukcc.uky.edu/policy.html
- Management of Hospital Computer Resources (Hospital): www.hosp.uky.edu/policy/hosppolicy/PDF01/hp01-16.pdf
- Web Standards and Guidelines (UK PR): www.uky.edu/Home/WebPublishers/web_standards.html

- Graphic Standards Manual (UK PR): www.uky.edu/Regs/Graphics/ with attached UK HealthCare Graphic Standards supplement.
(See also: Guidelines for Applying the Graphic Standards on the Web: www.uky.edu/Home/Web/gsm.htm)
- UK Style Guide (UK PR): www.uky.edu/Regs/Style/
- Relevant federal, state and local laws and regulations, including HIPAA and Section 508 of the Rehabilitation Act. [note: UK accessibility policy will change in the summer 2005 to reflect State of Kentucky modifications]
- College of Medicine Web policy

(Signatures on file)

Jay A. Perman, Dean of UK College of Medicine

Michael Karpf, UK Executive Vice President for Health Affairs