



Guidelines: International Image* Repository

For internal & external brand & communications usage

****Specifically for pictures and videos taken in-clinic/ in a clinical-setting***



End in mind

- Adherence to clinical policies related to care management, in-clinic operations, uniforms, personal protective equipment (PPE), etc., enable our frontline teammates to provide safe and quality care to our patient communities and minimize the risks of cross-contamination and spread of infection
- Therefore, it is important that the images and videos we choose to share via our official internal and external platforms and initiatives, especially of frontline teammates and/or patients in a clinical setting, are a reflection of those instituted standards and protocols. Why?
 - **To reinforce best practices visually**
 - **To maintain compliance with the stipulated guidelines**



Our ask

- Review the image guidelines on subsequent slides
- Start building, curating and/ or updating your in-country image and video repository based on the guidelines provided
- **When in doubt, request your in-country Director Clinical Services (DCS)/ nursing lead to review and approve every image and video taken in a clinical setting prior to use**
- Only use images that are in compliance with these guidelines for all future internal and external brand and communication needs
- Share your approved in-country image and video repository with **Doug** (Doug.MacDougall@davita.com) and Adriana (Adriana.Balmas@davita.com) for international-wide use

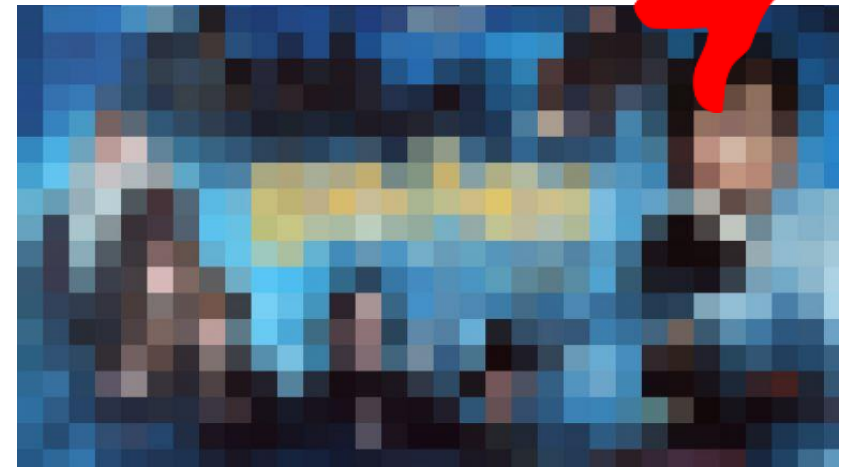
 **High Resolution Images only**



High Resolution Images



- Always take high-resolution images and videos so that you can use these files across multiple materials and collateral
- The image size should not be less than **1.5MB**
- No blurry pictures, please!





Media Release Consent on file



Media Release Consent

- When a photograph or video is taken by a DaVita teammate at a DaVita clinic, DaVita owns the photograph or video, but we need to get a release from each individual pictured
- Use the appropriate in-country patient and teammate media release forms to solicit consent
- **Keep a record of ALL original signed consents**, filed and stored safely in the clinic. Consider maintaining an electronic folder of all signed and scanned consents as well

LONDON TEAMMATE CONSENT AND RELEASE AGREEMENT

DaVita International may take photographic images and video clips of me during internal DaVita International conferences, meetings, celebrations and events ("My Corporate Images").

I understand that My Corporate Images have been taken for publication purposes and agree that DaVita International and its corporate affiliates ("DaVita") may use My Corporate Images for publication in internal or external DaVita communications, either printed or on the internet, or for decorative purposes in any business location of DaVita, where there is a justifiable and legitimate business need or interest.

I hereby grant a royalty free license to DaVita to use My Corporate Images for the purposes described above. I retain the right to revoke my consent and terminate this agreement at any time in writing, provided that DaVita will not have an obligation to destroy My Corporate Images published or used prior to receipt of this written revocation and termination.

I understand that My Corporate Images are available for inspection at any time by request using the following email address and contact: Sika.Bene@daivita.com and that they will kept on our files for periods of time determined by our legal obligations.

I confirm that I have read the foregoing release and understand its terms and stipulations and hereby freely give my express consent.

SIGNATURE:

PRINT NAME:

DATED:

EXAMPLE



Picture Background



Picture Background

- DaVita recommends a **clean, uncluttered or light and airy background** look for all images
- When possible, refrain from overloading the image with lots of elements
- Photos should have breathing space around the subject and crops should not be tight



***Please note:** This guidance is for all PPE excluding face masks. Please follow the COVID relevant face mask guidance provided in-country



PPE Dos and Don'ts

PPE include face shields, masks, gloves, protective gowns, etc.



PPE* Dos and Don'ts

- Teammates can be photographed or filmed in PPE only when they are treating patients (**Teammates are only expected to wear PPE when directly caring for patients at the patient stations**)
- Teammates **should not** be seen wearing PPE in breakrooms or offices, during meetings, while using the office computer or while performing any other activities outside of direct patient care
- If TMs are wearing PPE, **only individual pics allowed**, no group pics (Teammates are discouraged from wearing PPE unless they are providing direct care at the patient stations)

***Please note:** This guidance is for all PPE excluding face masks. Please follow the COVID relevant face mask guidance provided in-country



- No PPE while TMs are doing office work
- Individual pics only if TMs are in PPE





PPE Dos and Don'ts ... Contd.

- Teammates cannot be seen wearing lanyards over the PPE
 - Lanyards can only be worn over scrubs
 - Lanyards can be worn under the PPE





PPE Dos and Don'ts... Contd.

- Teammates should be captured wearing face shields and masks properly





Uniform Dos and Don'ts



Uniform Dos and Don'ts

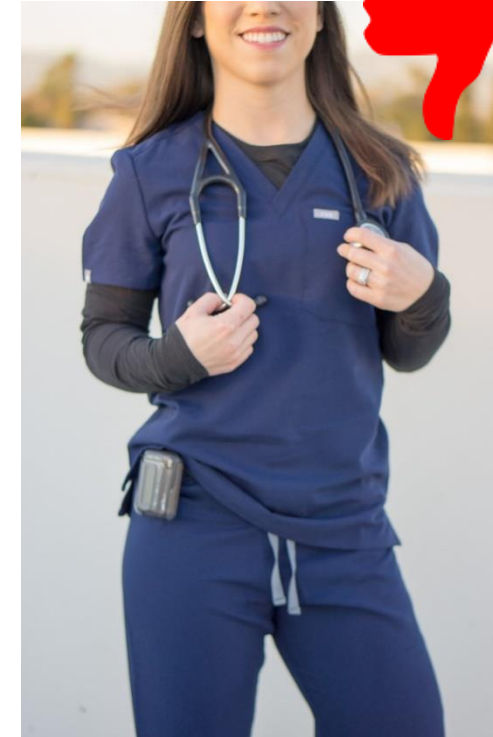
- Teammates (physicians included) should not be seen wearing stethoscopes around their necks





Uniform Dos and Don'ts... Contd.

- The area between wrist and elbow must be exposed
 - $\frac{3}{4}$ length sleeves under scrubs are also acceptable
 - The only teammates who are exempt from this rule are female teammates in Saudi Arabia





Uniform Dos and Don'ts... Contd.

- No sweatshirts or other clothing over uniform





Uniform Dos and Don'ts... Contd.

- Hijab should always be fully secure and tucked in





Teammate Appearance Dos and Don'ts

★ Teammate Appearance Dos and Don'ts

- Hair to be tied back or covered if teammates in uniform





Teammate Appearance Dos and Don'ts... Contd.

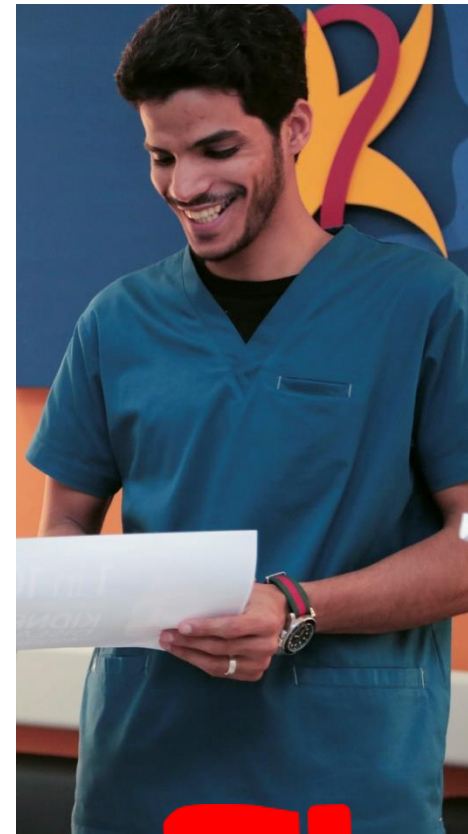
- No large or dangly earrings when in uniform





Teammate Appearance Dos and Don'ts... Contd.

- For any close-up pictures showing hands: No rings, bracelets, watches, or any other accessories
- No bright nail varnish or false nails



internal use only.



Miscellaneous...



Miscellaneous

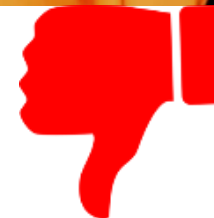
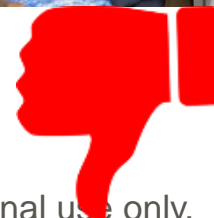
- Teammates cannot sit on the floors of the clinic





Miscellaneous... Contd.

- Teammates should not be hugging or putting their arms around patients while treatment is ongoing





Miscellaneous... Contd.

- It is important that all ages, races and genders are represented within your cultural standards
- Have a variety of shots and locations
 - It is not necessary to have the machine and/or chair in every shot

