

**BY ORDER OF THE
SECRETARY OF THE AIR FORCE**

AIR FORCE INSTRUCTION 41-103

22 SEPTEMBER 2014

Health Services

**MEDICAL VISUAL INFORMATION
SERVICES**



COMPLIANCE WITH THIS PUBLICATION IS MANDATORY

ACCESSIBILITY: Publications and forms are available on the e-Publishing at www.e-Publishing.af.mil for downloading or ordering.

RELEASABILITY: There are no releasability restrictions on this publication.

OPR: AFMOA/SGNP

Certified by: AF/SG3
(Brig Gen Charles E. Potter)

Supersedes: AFI 41-103, 11 Apr 2011

Pages: 7

This instruction implements AFD 41-1, *Health Care Programs and Resources*, and guides the use of Medical Visual Information Services in Air Force Military Treatment Facilities (MTFs). It discusses the establishment and activities of a Medical Visual Information Service Center (MVISC) as well as the responsibility and qualifications of MVISC personnel, as prescribed by AFI 35-109, *Visual Information*. This instruction does not apply to the Air National Guard or Air Force Reserve Command. This AFI may be supplemented at any level, but all supplements that directly implement this publication must be routed to the Office of Primary Responsibility (OPR) listed above for coordination prior to certification and approval. Refer recommended changes and questions about this publication to OPR using the AF Form 847, *Recommendation for Change of Publication*; route AF Forms 847 from the field through the appropriate functional chain of command. The authorities to waive wing/unit level requirements in this publication are identified with a Tier [T-0, T-1, T-2, T-3] number following the compliance statement. See AFI 33-360, *Publications and Forms Management*, for a description of the authorities associated with the Tier numbers. Submit requests for waivers through the chain of command to the appropriate Tier waiver approval authority, or alternately, to the Publication OPR for non-tiered compliance items. Ensure that all records created as a result of processes prescribed in this publication are maintained in accordance with (IAW) Air Force Manual (AFMAN) 33-363, *Management of Records*, and disposed of IAW Air Force Records Disposition Schedule (RDS) located in the Air Force Records Information Management System (AFRIMS).

SUMMARY OF CHANGES

Revision of this document reflects a change of title from Medical Multimedia Services to Medical Visual Information Services, tiering of directive statements, and creation of a new self-assessment checklist. Directive compliance statements are highlighted to assist in the self-inspection process.

Chapter 1

MEDICAL VISUAL INFORMATION SERVICE CENTERS (MVISC)

1.1. Establishing MVISCs

1.1.1. A MTF may establish a MVISC when the installation Public Affairs (PA) office cannot support its medical needs. Although the MTF may fund these positions, they will be on the installation Public Affairs office's unit manning document.

1.1.1.1. Within an MTF, the MVISC is a function of Medical Education and Training or PA office. The MVISC is a separate entity from the Center of Excellence for Medical Multimedia (CEMM), located in Colorado Springs, CO. The CEMM is aligned under AETC and is not at the MTF level. The CEMM hires contractors to produce and manage websites, video, and interactive products that are governed under AFI 35-109, *Visual Information*, AFI 35-107, *Public Web Communications*, DoDI 5040.02, *Visual Information (VI)*, and DoDI 5040.07, *Visual Information (VI) Productions*.

1.1.1.2. 59 MDW/Graduate Medical Education (GME) is the consultant for Air Force MVISCs.

1.2. MVISC Services

1.2.1. MVISCs employ medical illustrators, photographers, and VI specialists for medical illustrative, graphic, photographic, video, and multimedia products and services.

1.2.2. MVISC products and services support presentations directly related to graduate medical education and training and the evaluation or treatment of patients. [T-3]

1.2.3. The MTF Commander may direct the MVISC to develop additional products and services to support the medical mission.

1.2.4. MVISC personnel must adhere to copyright restrictions according to AFI 51-303, *Intellectual Property--Patents, Patent Related Matters, Trademarks and Copyrights*. [T-1]

1.2.5. MVISC personnel must follow visual information guidelines in accordance with AFI 35-109, *Visual Information*, DoDI 5040.02, *Visual Information (VI)*, and DoDI 5040.07, *Visual Information (VI) Productions*. [T-2]

1.2.5.1. MVISCs must have a current Defense Visual Information Activity Number (DVIAN) and meet all revalidation procedures outlined in AFI 35-109, *Visual Information*. [T-1]

1.3. Equipment and Work Orders

1.3.1. Using Materials and Equipment.

1.3.1.1. All illustration, photographic, video, and multimedia products and services must be of a medical nature. [T-3]

1.3.1.2. Original MVISC artwork, video, and photographs are government property.

1.3.2. MVISC Work Orders and Releases.

1.3.2.1. Use AF IMT 833, *Multimedia Work Order*. [T-3]

1.3.2.2. Include the patient's consent for all medical VI. The consent must be signed by the patient or the patient's legal guardian, as applicable. The consent shall explain to the patient the specific uses of their medical VI that are permissible under DoDI 6025.18-R, *Privacy of Individually Identifiable Health Information in DoD Health Care Programs*. [T-1]

1.3.3. All MVISC products must be protected in accordance with the Health Insurance Portability and Accountability Act, DoDI 6025.18-R, *Privacy of Individually Identifiable Health Information in DoD Health Care Programs*, and AFI 41-210, *TRICARE Operations and Patient Administration Functions*, which provide protection and privacy of individually identifiable health information. [T-0]

1.3.4. Medical Visual Information products must be reviewed/cleared by the PA office, legal office, HIPAA office and other applicable MTF agencies before posting on external, publically-accessible web and social media sites. [T-2]

1.3.5. Maintain and update VI equipment inventory in the Automated Information Multimedia (AIM2) system IAW AFI 35-109, *Visual Information*.

1.4. MVISC File Maintenance

1.4.1. Consult the Air Force Records Information Management System (AFRIMS) to determine the table and rules for maintaining products.

1.4.2. Work Order Control System: Must complete, maintain and refer to for tracking the status and location of work. [T-3]

1.4.2.1. File work orders in the MVISC for current year then destroy. Consult your local AFRIMS technician for updates to this requirement. [T-3]

1.4.2.2. Maintain an electronic work order reference log for current year plus four prior years. Consult with AFRIMS support for changes to this schedule. [T-3]

1.4.3. Medical Illustration Files

1.4.3.1. Maintain a permanent archive in the MVISC of original digital files including patient consent and index on electronic storage media. [T-1]

1.4.4. Video products life cycle management

1.4.4.1. The MAJCOM PA office ensures VI materials with record value produced within the command are identified, collected, and submitted according to AFI 35-109, *Visual Information*. This may include in-house or contracted activities. [T-2]

1.4.4.2. The installation PA office will set up local procedures to identify, gather, and submit significant VI material that may have record value. The PA office works with representatives from operations, history, and others to identify these materials.

1.4.5. Medical VI Files

1.4.5.1. Digital: Maintain permanent archive in the MVISC of original digital files including patient release of information and index on electronic storage media. [T-1]

1.4.5.2. Patient Register File: Maintain a reference file for all registered patients cross-referenced by record number, patient, and subject index. [T-3]

Chapter 2

RESPONSIBILITIES AND QUALIFICATIONS

2.1. Medical Illustration Personnel

- 2.1.1. Prepare sketches and graphics to illustrate surgical and medical research, procedures, anatomical and pathological specimens, unusual clinical disorders, microorganisms, and animal tissue.
- 2.1.2. Work on special projects and exhibits involving artistic renderings of medical subject matter. Translate intangible or invisible parts into conceptual visualizations based on descriptions and general knowledge.
- 2.1.3. Work with health care providers to lay out, design, and prepare illustrations, graphics, and text for reproduction and publication purposes.
- 2.1.4. Create graphics using various media to include computer software applications, photographs, or written instructions to use as teaching aids.

2.2. Medical Photography Personnel

- 2.2.1. Provide preoperative, intraoperative, postoperative, pathological and autopsy photographs.
- 2.2.2. May scan slides, radiography (x-rays), and prints for lectures, posters, displays, and publications.
- 2.2.3. Produce digital images using photo/illustration software for editing, as appropriate. A patient's medical VI shall not be edited.
- 2.2.4. Index digital images and maintain archival database.
- 2.2.5. Provide other photographic services, as needed.
- 2.2.6. Produce videos for lectures and curriculum support

2.3. Qualifications for Personnel

- 2.3.1. See AFI 36-2101, *Classifying Military Personnel (Officer and Enlisted)* for specific personnel qualifications. Assign only enlisted members in grades of Amn through MSgt with AFSCs 3N0X2 (Broadcast Journalist) and 3N0X5 (Photojournalist).
- 2.3.2. Civilian qualifications for employment in an Air Force MVISC are outlined in the following OPM Positional Classification-Standards series: GS-1020, Medical Illustrator; GS-1060, Medical Photographer; GS-1071, Videographer; and GS-1084, Medical Visual Information Specialist.

Thomas W. Travis, Lt Gen, USAF, MC, CFS
Surgeon General

Attachment 1**GLOSSARY OF REFERENCES AND SUPPORTING INFORMATION*****References***

AFI 33-360, *Publications and Forms Management*, 25 September 2013

AFI 35-107, *Public Web Communications*, 21 October 2009

AFI 35-109, *Visual Information*, 12 March 2010

AFI 36-2101, *Classifying Military Personnel (Officer and Enlisted)*, 25 June 2013

AFI 41-210, *TRICARE Operations and Patient Administrative Functions*, 6 June 2012

AFI 51-303, *Intellectual Property--Patents, Patent Related Matters, Trademarks and Copyrights*, 1 September 1998

AFMAN 33-363, *Management of Records*, 1 March 2008

AFPD 41-1, *Health Care Programs and Resources* 15 April 1994

DoDI 5040.02, *Visual Information (VI)*, 27 October 2011

DoDI 5040.07, *Visual Information (VI) Productions*, 21 February 2013

DoDI 6025.18-R, *Privacy of Individually Identifiable Health Information in DoD Health Care Programs*, 24 January 2003

Adopted Forms

AF IMT 833, *Multimedia Work Order*

AF Form 847, *Recommendation for Change of Publication*

Abbreviations and Acronyms

AETC—Air Education and Training Command

AFI—Air Force Instruction

AFMAN—Air Force Manual

AFPD—Air Force Policy Directive

AFRIMS—Air Force Records Information Management System

AFSC—Air Force Specialty Code

AIM2—Automated Information Multimedia

CEMM—Center of Excellence for Medical Multimedia

DoDI—Department of Defense Instruction

DVIAN—Defense Visual Information Activity Number

GME—Graduate Medical Education

HIPAA—Health Insurance Portability and Accountability Act

IAW—In Accordance With

MAJCOM—Major Command

MDW—Medical Wing

MTF—Military Treatment Facility

MVISC—Medical Visual Information Service Center

OPM—Office of Personnel Management

OPR—Office of Primary Responsibility

PA—Public Affairs

RDS—Record Disposition Schedule

VI—Visual Information