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 AFPD 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,
publicly-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
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