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THIS ISSUE

National Jewish Health Branding Standards	1
IRB Educational Program	2
National Jewish Health Branding – Implications at Continuing Review.....	2
More Thoughts on Communicating with Subjects.....	2
Research-Specific HIPAA Training Changes to the CITI Password Protections	3

National Jewish Health Branding Standards Ru Ciel, Publications and Communications Manager

A brand is the articulation of the benefits we promise to deliver every time someone comes in contact with our organization. It differentiates who we are, what we do and what we aspire to become. Our National Jewish Health brand is a valuable asset that helps us build a lasting impression with patients, donors, healthcare professionals, vendors and the community at large.

Every communication from National Jewish Health sends a message and with that message perceptions are reinforced or altered. Our brand should be included in every communication to reinforce our connection with all of our internal and external audiences. This doesn't mean that all materials must look exactly alike, but they should all clearly belong to the same family. This can be achieved by applying the brand elements consistently.

Equally relevant to both printed materials and the web, there are many components to a brand. Key brand elements are: Logo and tag line, Fonts, Color, Photography, and Messaging.

A complete Brand Standards document that encompasses the correct use of all the brand elements, including an IRB Glossary, is available on the Spyderweb. In addition, the Design Studio provides templates, logo files and a photographic library to help you create documents that comply with the National Jewish Health brand standards. These items can all be accessed by clicking on the Design Studio link on the Spyderweb home page.

Housed in the office of Public Affairs, the Design Studio provides a full range of graphic design services. The Design Studio is here to assist you whether it is to review a document to insure it is in brand compliance or create new materials. To discuss a project or to send materials for review, please contact:

CONTACT US

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IRB Educational Program

Deb Clayton, MA, IRB Regulatory Affairs Monitor

November Session – Branding Guidelines
On November 9, 2010 from 10:30 – 11:30 am, the Design Studio and Marketing staff, along with IRB staff, will present a full hour on NJH Branding and NJH IRB approved Research Documents.

Attendees will have the opportunity to hear a presentation from Ru Ciel from the Design Studio, Elizabeth Moroney from Marketing. Wendy and I will also be available with a few comments and to answer any questions we can. We will talk about our mutual efforts toward harmonizing the National Jewish Health brand and IRB submissions. The details are still unfolding but I think it will be a very informative hour.

There will be refreshments served in the Heitler Lobby prior to the talk.

Future Sessions
The final draft of the NJH IRB Education Program has gone out to the Curriculum Development Committee for their final review and approval. As soon as we get the nod from the team the calendar will be posted on the IRB website.

For more information, contact:
Deb Clayton
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303-398-1393

National Jewish Health Branding – Implications at Continuing Review

Deb Clayton

Some of you may have already noticed in Continuing Review stipulations you have received that the IRB continues to stipulate branding related items to be addressed prior to renewal approval. This activity is in response to a directive from Ron Berge, National Jewish Health's COO, that the institution be known as "National Jewish Health" in all regulatory documents. The position that the NJH IRB has taken concerning branding changes to Informed Consent documents is that they will only be stipulated when something other than branding also needs to be addressed in the consent.

The Principal Investigator, should he or she choose, can submit a revision to the informed consent addressing the National Jewish Health brand, at any time. If the only changes submitted are branding related, the changes can be approved by expedited process. Additionally, branding changes do not necessitate re-consenting of subjects who have already been enrolled. Any document revised for branding purposes only should be used prospectively. Please feel free to contact me with any questions or concerns you may have concerning revisions for branding compliance.

More Thoughts on Communicating with Subjects

Steve Leibold, MSHA, Corporate Compliance Manager and Privacy Officer

Our institutional brand isn't the only thing to consider when communicating with potential research subjects via mail, flyers, or brochures. Only a direct treatment provider may send recruiting materials to patients. Remember the subject recruitment method must first be approved by the IRB, before direct contact is made with individuals.

Those beautiful flyers and brochures with the new brand and logo can be displayed as permitted by the institution but they can not be given to directly to patients in waiting areas unless they have explicitly permitted this through their treatment team.

For more information, contact:
Steve Leibold
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303-398-1466

Research-Specific HIPAA Training

Wendy Charles, MS, CIP, CCRP, Director, Research Regulatory Affairs (with help from Michele Gaffigan & Emily Hoch)

Researchers are often confused about whether they've completed research-specific HIPAA training. Here are strategies that may help you determine whether training has been completed.

- 1) Research-specific HIPAA training is not a part of the NJH NetLearning Privacy & Confidentiality test. The research-specific HIPAA training should be completed on the CITI Program website.
- 2) The research-specific HIPAA training was not available before April 1, 2010. If you didn't login into the CITI program after April 1 of this year, you haven't completed the HIPAA training.
- 3) To confirm HIPAA training, login to the CITI program to check your status. Below is a screen image of what the HIPAA completion looks like.

National Jewish Health

[View National Jewish Health instructions page](#)

You have enrolled for the following courses:

My Courses	Status	Completion Reports	CME/CEU Credits	Voluntary Satisfaction Survey
CITI Health Information Privacy and Security (HIPS) for Clinical Investigators, Basic Course	Passed - 06/22/10	Print	CME/CEU Credits	Not Available
IACUC Members, Basic Course	Passed - 11/10/08	Print	N/A	Not Available
IRB Member, Basic Course	Passed - 03/15/09	Print	CME/CEU Credits	Completed

Make sure that the HIPAA training is displayed in your CITI course history (as shown in the red box for this example).

[Add a course or update your learner groups for National Jewish Health](#)

Instructions to login to the CITI program are on the IRB website: <http://www.nationaljewish.org/pdf/IRB%20CITI%20Training%20Instructions.doc>.

If you completed HIPAA training through COMIRB or another institution, please submit a certificate of completion to the IRB office.

For more information, contact:
Wendy Charles
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303-398-1855

Changes to the CITI Password Access

Michele Gaffigan, BA, IRB Coordinator
Emily Hoch, BA, Administrative Assistant II

Beginning October 25, 2010, CITI Administrators will no longer be able to retrieve user/learners passwords. If you forget your password to sign into the CITI website, please email NationalJewishIRB@njhealth.org, and we forward the link to reset the password yourself.

Also, please be aware of how you are listing your name when creating a profile. Whichever name is listed when you complete a training through CITI is

how we will update our database. Therefore, please make consistent the name used for CITI and the name listed on research protocols.

For more information, contact:
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303-398-1477 or 303-398-1011