

Overview

The ATHOS program is a division of Western New York Rural Area Health Education Center and provides educational programming to health care professionals, those interested in pursuing a health care career, and others with interest in health care topics.

ATHOS MISSION STATEMENT:

The mission of the ATHOS program is to address critical foundational challenges in healthcare – barriers to productive communication and the creation of strong relationships between providers and patients.

ATHOS Goals were developed to:

- Create a sustainable program that will offer quality educational resources for healthcare professionals
- Give those working in healthcare the skills needed to enhance communication between provider and patient, including a greater understanding of, and appreciation for, cultural competency and health literacy, therefore increasing the quality of care provided
- Bring needed skills to healthcare professionals that will improve their relationships with their patients and the families that care for them such as communication techniques and motivational interviewing
- Assist healthcare professionals in addressing relationship complexities with teams, families, and self by providing resources to encourage greater resilience to job demands

1.1 Equal Learning Opportunity Policy

- Western New York Rural Area Health Education Center is committed to equality of educational opportunity and does not discriminate against applicants, students or employees on the basis of race, color, religion, sex, national origin, age, disability or veteran's status. If you require reasonable accommodations for a disability in order to participate fully in a continuing education activity, please call the contact person listed

for the activity in which you will be attending no later than 2 days before the date of the activity or attach a note to your registration form stating your specific needs.

I. Proprietary Interest Disclosure Policy

Participants in WNY R-AHEC's ATHOS program have the right to know of the proprietary interests, if any, that an instructor or guest lecturer may have in any products, instruments, devices, services, or materials discussed in class. This information must be relayed to the student prior to the start of class instruction.

ATHOS instructors employed by WNY R-AHEC do not have any proprietary interest in any products, instruments, devices, services, or materials discussed during class instruction. Instructors are either employees or contractors of WNY R-AHEC and are compensated accordingly.

Any proprietary interest in the case of a guest lecturer or consultant will be conveyed at the beginning of the learning event prior to content instruction. It will also be included in any marketing material provided by WNY R-AHEC in conjunction with the program.

This information must be relayed to the student prior to the start of the class instruction.

II. Intellectual Property Rights Policy

To the extent not prohibited by the terms of government grants and contracts under which the ATHOS division of WNY R-AHEC operates, WNY R-AHEC owns unlimited exclusive rights to all works created for WNY R-AHEC by staff or contractors of WNY R-AHEC (except as otherwise expressly provided in any written agreement with a contractor), including literary works, pictorial and graphic works, works of visual art and any other work that may be the subject matter of copyright protection; advertising and marketing concepts; information; data and formulas; designs; models; drawings; computer programs, including all documentation, related listings, design specifications, and flowcharts; trade secrets; and any invention that may be the

subject matter of patent protection; and all statutory protection obtained or obtainable thereon. WNY R-AHEC therefore assumes all worldwide rights, title and interest in and to intellectual property created, made, conceived, reduced to practice or authored in connection with continuing education and training design and delivery or with ATHOS' information, materials or facilities. WNY R-AHEC shall be free to make, have made, use, offer for sale, sell, modify, translate, and import products utilizing all intellectual property.

All ATHOS agreements with contractors and sub-contractors for instructional and/or related services shall be in writing, and shall provide that:

- All materials submitted in fulfillment of contractual obligations become ATHOS property
- All materials produced for learning events, including second and subsequent editions if there are any updates, supplements, derivatives, in whatever medium (the "work") will be considered a work made for hire, as that term is defined in the federal copyright statute; that as such, ATHOS will be considered to be the "author" of the "work" and will own all rights, title and interests in the work, including the right to copyright it

Any parties in possession of ATHOS course materials, such as previous course participants, also agree to abide by this agreement.

III. Learner Privacy Policy

Your privacy is important to us. This privacy policy ("Privacy Policy") covers privacy practices with respect to "Personally Identifiable Information" (as further defined below) that are transmitted electronically to or collected via the web, telephone, mail and other sources. This policy covers the following sections:

- How we collect and use Personally Identifiable Information
- With whom we may share Personally Identifiable Information

- The choices available to you, as a learner, regarding collection, use and sharing of Personally Identifiable Information
- The security procedure in place for Personally Identifiable Information under our control

By visiting WNY R-AHEC's website, and/or using our services, you are affirming agreement with and consenting to be bound by the terms of this Privacy Policy. As we update and expand our services, this Privacy Policy may change. These amendments will be posted on our website under ATHOS Privacy Policy.

IV.1 *Collection and use of private information*

WNY R-AHEC is required to report general demographic information about participants to the NYS AHEC system and to grant funding organizations. Your data will be confidentially maintained and will be referenced periodically to evaluate the effectiveness of AHEC services and programs.

IV.1a *Personally Identifiable Information - Collection*

As a participant in a training project sponsored by WNY R-AHEC's ATHOS program, hereafter known as the sponsor, students must sign a waiver that indicates understanding that he or she is voluntarily disclosing to the sponsor personally identifiable information. As previously stated, training-related information for participants currently enrolled will be reported to the NY State AHEC office on a quarterly basis and may be disclosed annually for financial and program audits.

Personally Identifiable Information collected will be used when participants:

- Register for a learning event or purchase or download a product or service, whether on WNY R-AHEC's website or on our learning event registration site which is maintained by an outside vendor
- Request information (electronically) about products and services or subscribe to newsletters
- Use or participate in various services or features made available on the website (including, for example and without limitation, blogs and other user communities)
- Use various tools to select products and services that are suitable for your website visit

- Request contact with, or respond to requests from, WNY R-AHEC staff
- Provide comments, questions or feedback about products and services

IV.1b *Personally Identifiable Information – Examples and Use*

Examples of Personally Identifiable Information may include: your name; home or business address; email address; telephone, wireless and/or fax number; short message service or text message address or other wireless device address; instant messaging address; credit card and other payment information; employment information and work experience; demographic information and/or other information that may identify you as an individual or allow online or offline contact with you as an individual.

We will not sell, share, or rent Personally Identifiable Information other than as disclosed below in the “Sharing Personally Identifiable Information” section of this Privacy Policy. We do not sell, share with or rent to others email addresses solely for the purpose of third-party marketing, other than as disclosed below in the “Sharing Personally Identifiable Information” section of this Privacy Policy, but we may include third party materials within emails that we may send to you.

Among other things, we may use your Personally Identifiable Information to respond to your requests and inquiries and to provide you with the services and features offered on or through the website. We may also use your Personally Identifiable Information to communicate timely information and special offers (for example, in the form of emails, mailings and the like) about other trainings that we think might interest you.

If you register for a continuing education or training event or pay for products and services using a credit card, Personally Identifiable Information (such as your name and shipping address) and financial information (such as your credit card number and expiration date) may be required. This information may be used for billing purposes and to fill orders. If we have trouble processing an order, this contact information may be used to get in touch with you. Personally Identifiable Information also may be collected when you apply for a position with us or register for a learning event sponsored by us. In these cases, Personally Identifiable

Information is used only for the purpose of processing and evaluating the application or registration.

The Personally Identifiable Information you give us via WNY R-AHEC's website or learning event registration site and information about your transaction may be combined with other Personally Identifiable Information (such as demographic information) available from our records and other sources. This information may be used to make our future marketing efforts more efficient and will help us to improve the operations and maintenance of our website and business.

IV.2 Sharing Personally Identifiable Information

WNY R-AHEC does not sell, share or rent any Personally Identifiable Information collected electronically through WNY R-AHEC's website or learning event registration site, except when the law requires a disclosure of information. Disclosures required by law may include the release of information to law enforcement with a subpoena, court requisition, or records necessary to defend WNY R-AHEC should a student initiate legal action against WNY R-AHEC.

WNY R-AHEC utilizes the services of an outside vendor for online registration for WNY R-AHEC's ATHOS educational events. This includes names, addresses, telephone numbers, email addresses and credit card numbers of participants. WNY R-AHEC's registration services vendor is contractually obligated to maintain in confidence and not disclose or distribute confidential information. Furthermore, the vendor has agreed not to retain or use any confidential information beyond termination of its agreement with WNY R-AHEC, and will, upon termination of the agreement with WNY R-AHEC, promptly return any and all copies of such information to WNY R-AHEC and sign an affidavit that all such data has been returned.

IV.3 Notification of Privacy Policy Changes

If any changes are made to our Privacy Policy, we will post those changes in the ATHOS Privacy Policy section accessible from the home page of the WNY R-AHEC website so that you are always aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. Any changes or updates will be effective when posted. Under certain circumstances, we may also elect to notify you of changes or updates to our Privacy Policy by additional means, such as sending you an email.

IV.4 *Problems or Complaints*

If you believe that there has been a violation of this Privacy Policy as it applies to your participation in WNY R-AHEC educational events, please contact our Workforce Coordinator at athos@r-ahec.org or (585) 786-6275. We will investigate and take appropriate action and report back to you within 5 business days.

IV. Academic Integrity

Academic dishonesty will not be tolerated within ATHOS programming. Learners are expected to submit their own classwork and are required to prove their identity through the use of dual authentication and password protection. Learners should not share their passwords with anyone.

***Academic Dishonesty consists of actions that include, but are not limited to the following examples:**

- Previously submitted work: Submitting academically required material that has been previously submitted – in whole or in substantial part – in another course, without prior and expressed consent of the instructor
- Plagiarism: Copying or receiving material from any source and submitting that material as one's own, without acknowledging and citing the particular debts to the source (quotations, paraphrases, basic ideas), or in any other manner representing the work of another as one's own
- Cheating: Soliciting and/or receiving information from, or providing information to, another student or any other unauthorized source (including electronic sources such as cellular phones and PDAs), with the intent to deceive while completing an examination or individual assignment
- Falsification of academic materials: Fabricating laboratory materials, notes, reports, or any forms of computer data; forging an instructor's name or initials; resubmitting an

examination or assignment for reevaluation which has been altered without the instructor's authorization; or submitting a report, paper, materials, computer data, or examination (or any considerable part thereof) prepared by any person other than the student responsible for the assignment

- Misrepresentation of documents: Forgery, alteration, or misuse of any WNY R-AHEC or Official document, record, or instrument of identification
- Confidential academic materials: Procurement, distribution or acceptance of examinations or laboratory results without prior and expressed consent of the instructor
- Selling academic assignments: No person shall sell or offer for sale to any person enrolled in ATHOS programming any academic assignments, or any inappropriate assistance in the preparation, research, or writing of any assignment, which the seller knows, or has reason to believe, is intended for submission in fulfillment of any course or academic program requirement
- Purchasing academic assignments: No person shall purchase an academic assignment intended for submission in fulfillment of any course or academic program requirement

**Adapted from SUNY UB's Academic Integrity Policy*