

### **HIPAA PRIVACY POLICY**

THIS NOTICE DESCRIBES HOW MEDICAL INFORMATION ABOUT YOU MAY BE USED  
AND DISCLOSED AND HOW YOU CAN GET ACCESS TO THIS INFORMATION.

PLEASE REVIEW IT CAREFULLY.

This Notice of Privacy Practices describes how we may use and disclose your protected health information (PHI) to carry out treatment, payment or health care operations (TPO) and for other purposes that are permitted or required by law. It also describes your rights to access and control your protected health information. "Protected health information" is information about you, including demographic information, that may identify you and that relates to your past, present or future physical or mental health or condition and related health care services.

**Uses and disclosures of protected Health Information:** Your protected health information may be used and disclosed by your physician, our office staff and others outside of our office that are involved in your care and treatment for the purpose of providing health care services to you, to pay your health care bills, to support the operation of the physician's practice, for research, and any other use required by law.

**Treatment:** We will use and disclose your protected health information to provide, coordinate, or manage your health care and any related services. This includes the coordination or management of your health care with a third party. For example, we would disclose your protected health information, as necessary, to a home health agency that provides care to you. As an additional example, your protected health information may be provided to a physician to whom you have been referred to ensure that the physician has the necessary information to diagnose or treat you. Current regulations now allow healthcare providers to share information with a patient's loved ones in certain emergency or dangerous situations. This includes informing persons in a position to prevent or lessen a serious and imminent threat to a patient's health or safety.

**Payment:** Your protected health information will be used, as needed, to obtain payment for your health care services. For example, obtaining approval for a hospital stay may require that your relevant protected health information be disclosed to the health plan to obtain approval for the hospital admission.

**Healthcare Operations:** We may use or disclose, as needed, your protected health information in order to support the business activities of your physician's practice. These activities include, but are not limited to, quality assessment activities, employee review activities, training of medical students, licensing, and conducting or arranging for other business activities. For example, we may disclose your protected health information to medical school students that see patients at our office. We may also call you by name in the waiting room when your physician is ready to see you. We may use or disclose your protected health information, as necessary, to contact you to remind you of your appointment.

We may use or disclose your protected health information in the following situations without your authorization. These situations include: as required by law, Public Health issues as required by law, Communicable Diseases: Health Oversight, abuse or Neglect, FDA requirements, Legal Proceedings, Law enforcement, Coroners, funeral directors, and Organ Donation, Criminal activity, Military activity and National Security, Workers' Compensation, Inmates, Required Uses and Disclosures, Under the law, we must make disclosure to you and when required by the secretary of the Department of Health and Human Services to investigate or determine our compliance with the requirements of section 54.500.

**Research:** Under certain circumstances, we may use and disclose your health information for research purposes. For example, this may occur if your provider believes you could be eligible for a research study being conducted by Northwest Arkansas Clinical Trials Center (NWACTC), owned by Cheryl Hull, MD. These researchers will then be able to contact you about the study to help determine if you are eligible and if you are interested in participating. They may also use your information when they are preparing to conduct an investigation to help them look for patients with specific medical conditions.

All NWACTC employees are bound by strict HIPAA regulations to ensure the privacy and protection of your health information. In addition, all research projects at NWACTC are subject to review and approval by an Institutional Review Board (IRB). An IRB is a committee responsible for protecting individual research subjects and ensuring that research is conducted ethically. For research without an authorization, the covered entity provides documentation that an IRB or Privacy Board has approved an alteration or waiver of research participants authorization for use/disclosure of their PHI for research purposes.

**Other Permitted and Required uses and Disclosures** will be made only with your consent, Authorization or Opportunity Object unless required by law. You may revoke this authorization, at any time, in writing, except to the extent that your physician, physician's practice, or physician's business associates have taken an action in reliance on the use or disclosure indicated in the authorization.

**Your Rights:** You have the right to inspect and copy your protected health information. Under federal law, however, you may not inspect or copy the following records: psychotherapy notes, information compiled in reasonable anticipation of (or use in) a civil, criminal, or administrative action or proceeding, or protected health information that is subject to law that prohibits access to protected health information.

You have the right to request a restriction of your protected health information. This means you may ask us not to use or disclose any part of your protected health information for the purposes of treatment, payment, healthcare operations or research. You may also request that any part of your protected health information not be disclosed to family members or friends who may be involved in your care or for notification purposes as described herein. Your request must state the specific restriction requested and to whom you want the restriction to apply.

Your physician is not required to agree to a restriction that you may request. If physician believes it is in your best interest to permit use and disclosure of your protected health information, your protected health information will not be restricted. You then have the right to use another Healthcare Professional.

You have the right to request to receive confidential communications from us by alternative means or at an alternative location. You have the right to obtain a paper copy of this notice from us, upon request, even if you have agreed to accept this notice alternatively.

You may have the right to have your physician amend your protected health information. If we deny your request for amendment, you have the right to file a statement of disagreement with us. We may prepare a rebuttal to your statement and will provide you with a copy of any such rebuttal.

You have the right to receive an accounting of certain disclosures we have made, if any, of your protected health information. We reserve the right to change the terms of this notice and will inform you by posting current copies in our waiting areas. You then have the right to object or withdraw as provided in this notice.

**Complaints:** You may complain to us or to the Secretary of Health and Human Services if you believe your privacy rights have been violated by us. You may file a complaint with us by notifying our privacy contact of your complaint. We will not retaliate against you for filing a complaint.

We are required by law to maintain the privacy of, and provide individuals with, this notice of our legal duties and privacy practices with respect to protected health information. If you have any objections to this form, please ask to speak with our HIPAA Compliance Officer in person or by phone at 479-254-9662.