

## **SOUTHDALE OB/GYN PRIVACY POLICIES**

Southdale OB/GYN has always been dedicated to preserving the confidentiality and integrity of our patients' medical records and all other personal information patients provide to us. In accordance with the privacy regulations created by the Health Insurance Portability and Accountability Act of 1996 (HIPAA), we are required by law to provide you with this notice of our privacy policy concerning your protected health information (PHI) and individually identifiable health information (IIHI). The purpose of this policy is to ensure that Southdale OB/GYN, and its providers and staff, have all the necessary medical information, protected health information (PHI), and individually identifiable health information (IIHI) to provide the highest quality medical care possible, while also protecting the confidentiality of this information. Patients should not be at all concerned about providing information for purposes of treatment, payment and healthcare operations.

To that end, Southdale OB/GYN and its providers and staff will:

- Adhere to the standards set forth in the Notice of Privacy Practices.
- Collect, use and disclose PHI and IIHI only in conformance with current patient covenants and/or authorizations, as appropriate and in conformance with state and federal laws. Our practice and its providers and staff will not use or disclose PHI and IIHP for uses outside of treatment, payment, and healthcare operations (i.e. marketing, employment, life insurance applications, etc.) without an authorization from the patient.
- Use and disclose PHI and IIHI to remind patients of their appointments, unless they instruct us not to.
- Recognize that PHI and IIHI collected about patients must be accurate, timely, complete, and available when needed. Our practice and its providers and staff will implement reasonable measures to protect the integrity of all PHI and IIHI maintained about patients.
- Recognize that patients have a right to privacy. We will respect patients' privacy to the extent consistent with providing the highest quality medical care possible and with the efficient administration of the facility.
- Act as responsible information stewards and treat all protected health information (PHI) as sensitive and confidential. Consequently, our practice and its providers and staff will:
  - Treat all protected PHI and IIHI data as confidential in accordance with professional ethics, accreditation standards, and legal requirements.

- Not disclose PHI and IIHI data for purposes other than treatment, payment, or healthcare operations, unless the patient (or her authorized representative) has properly authorized the release, or the release is otherwise authorized by law.
- Maintain a list for each patient of non-routine disclosures of PHI or IIHI for non-payment and non-healthcare operations, and those made pursuant to an authorization as required by HIPAA rules. We will provide this list to patients upon written request. We are not required to document or maintain a list for use of PHI or IIHI that is not a part of routine patient care.
- Recognize that, although our practice “owns” the medical record, the patient has a right to inspect and obtain a copy of her protected health information (PHI) or individually identifiable health information (IIHI). In addition, patients have a right to request an amendment or change to their medical record if they believe their information is inaccurate or incomplete. Our practice will:
  - Permit patients access to inspect their medical records when their written request has been approved.
  - Provide patients an opportunity to request an amendment or change of PHI or IIHI in their medical record, if they believe it to be inaccurate or incomplete, in accordance with the law and professional standards.
  - We may deny a request if a patient asks us to amend information that is in our opinion a) accurate and complete; b) not part of the PHI or IIHI kept by or for the practice; c) not part of the PHI or IIHI which you would be permitted to inspect or copy; or d) not created by our practice.
- Patients have the right to request restriction in our use or disclosure of PHI or IIHI for treatment, payment or healthcare operations. Additionally, patients have the right to request that we restrict our disclosure of PHI or IIHI to only certain individuals involved in their care or the payment thereof. Requests must be made in writing; however, we are not required to agree to a request.
- All providers and staff of Southdale OB/GYN must adhere to this policy. Violation of this policy may be grounds for disciplinary action, up to and including termination of employment and criminal or professional sanctions in accordance with our practice’s personnel rules and regulations.
- Our practice may change this privacy policy in the future. Any changes will be effective upon the release of a revised privacy policy and will be made available to patients upon request.