

## Notice of Privacy Practices

### Friendly Urgent and Family Care

Effective Date: April 1, 2015

#### **FRIENDLY URGENT AND FAMILY CARE IS COMMITTED TO YOUR PRIVACY.**

**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.**

#### **WHO WILL FOLLOW THIS NOTICE:**

This notice describes our practice's privacy practices and that of:

- Any physician or health care professional authorized to enter information into your medical chart.
- All departments and units of the practice.
- All employees, staff and other office personnel.
- All these individuals, sites, and locations follow the terms of this notice. In addition, these individuals, sites and locations may share medical information with each other or with third-party specialists for treatment, payment, or office operations purposes described in this notice.

#### **OUR PLEDGE REGARDING MEDICAL INFORMATION**

We understand that medical information about you and your health is personal. We are committed to protecting medical information about you. We create a record of the care and services you receive at our office. We need this record to provide you with quality care and to comply with certain legal requirements. This notice applies to all of the records of your care generated by our office.

This notice will tell you about the ways in which we may use and disclose medical information about you. We also describe your rights and certain obligations we have regarding the use and disclosure of medical information.

We are required by law to:

- Ensure that medical information that identifies you is kept private.
- Give you this notice of our legal duties and privacy practices with respect to medical information about you; and
- Follow the terms of the notice that is currently in effect.

#### **HOW WE MAY USE AND DISCLOSE MEDICAL INFORMATION ABOUT YOU**

The following categories describe different ways that we use and disclose medical information. Not every use of disclosure in a category will be listed. However, all of the ways we are permitted to use and disclose information will fall within one of the categories.

- **For Treatment.** We may use medical information about you to provide you with medical treatment or services. We may disclose medical information about you to the practice's office personnel who are involved in taking care of you at the office or elsewhere. We also may disclose medical information about you to people outside our office who may be involved in your care after you leave the office, such as family members or others we use to provide services that are part of your care, provided you have consented to such disclosure. These entities include third-party physicians, hospitals, nursing homes, pharmacies, and clinical laboratories with whom the office consults or make referrals.
- **For Payment.** We may use and disclose medical information about you so that the treatment and services you receive at our office may be billed to and payment may be collected from you, an insurance company, or a third party. For example, we may need to give your health plan information about procedures you received at the office so your health plan will pay us or

- reimburse you for services. We may also tell your health plan about a treatment you are going to receive to obtain prior approval or to determine whether your plan will cover the treatment.
- **For Health Care Operation.** We may use and disclose medical information about you for medical office operations. These uses and disclosures are necessary to run our office and make sure that all of our patients receive quality care. For example, we may use medical information to review our treatment and services and to evaluate the performance of our staff in caring for you. We may also combine medical information about many patients to decide what additional services the office should offer, what services are not needed, and whether certain new treatments are effective. We may also disclose information to our physicians, staff, and other office personnel for review and learning purposes.
  - **Appointment Reminders.** We may use and disclose medical information to tell you about or recommend possible treatment options or alternatives that may be of interest to you.
  - **Treatment Alternatives.** We may use and disclose medical information to tell you about recommend possible treatment options or alternatives that may be of interest to you.
  - **Health-Related Benefits and Services.** We may use and disclose medical information to tell you about health-related benefits or services that may be of interest to you.
  - **Individuals Involved in Your Care of Payment for Your Care.** We may release medical information about you to a friend or family member who is involved in your medical care, provided you have consented to such disclosure. We may also give information to someone who helps pay for your care. In addition, we may disclose medical information about you to an entity assisting in a disaster relief effort so that your family can be notified about your condition, status and location.
  - **As Required by Law.** We will disclose medical information about you when required to do so by federal, state or local law.
  - **To Avert a Serious Threat to Health or Safety.** We may disclose medical information about you when necessary to prevent a serious threat to your health and safety or the health and safety to the public or another person. Any disclosure, however, would only be to someone able to help prevent the threat.

## SPECIAL SITUATIONS

- **Health Oversight Activities.** We may disclose medical information to a health oversight agency for activities authorized by law. These oversight activities include, for example, audits, investigations, inspections and licensure. These activities are necessary for the government to monitor the health care system, government programs and compliance with civil rights laws.
- **Lawsuits and Disputes.** If you are involved in a lawsuit or a dispute, we may disclose medical information about you in response to a court or administrative order. We may also disclose medical information about you in response to a subpoena, discovery request, or other lawful process by someone else involved in the dispute, but only if efforts have been made to tell you about the request or to obtain and order protecting the information requested.
- **Law Enforcement.** We may release medical information if asked to do so by a law enforcement official.
  - In response to a court order, subpoena, warrant, summons or similar process;
  - To identify or locate a suspect, fugitive, material witness or missing person;
  - About the victim of a crime if, under certain limited circumstances, we are unable to obtain the person's agreement;
  - About a death we believe may be the result of criminal conduct;
  - About criminal conduct at the office; and
  - In emergency circumstances to report a crime; the location of the crime or victims; or the identity, description, or location of the person who committed the crime.
- **Coroners, Medical Examiners and Funeral Directors.** We may release medical information to a coroner or medical examiner. This may be necessary, for example, to identify a deceased person or determine the cause of death. We may also release medical information about patients of the office to funeral directors as necessary to perform their duties.
- **No other Uses or Disclosures without Your Written Authorizations:**
  - Other disclosures will only be made with your consent, unless required by law. You may revoke this authorization at any time in writing.

## YOUR RIGHTS REGARDING MEDICAL INFORMATION ABOUT YOU

You have the following rights regarding medical information we maintain about you:

- **Right to Inspect and Copy.** You have the right to inspect and copy medical information that may be used to make decisions about your care. To inspect and copy medical information that may be used to make decisions about you, you must submit in writing to our office. If you request a copy of the information, we may charge a fee for the costs of copying, mailing or other supplies associated with your request. We may deny your request to inspect and copy in certain very limited circumstances.
- **Right to Amend.** If you feel that medical information we have about you is incorrect or incomplete, you may ask us to amend the information. You have the right to request an amendment for as long as the information is kept by or for our office.  
To request an amendment, your request must be made in writing and submitted to the HIPAA Privacy and Security Officer at **Friendly Urgent and Family Care**. In addition, you must provide a reason that supports your request.  
We may deny your request for an amendment if it is not in writing or does not include a reason to support the request. In addition, we may deny your request if you ask us to amend information that.
  - Was not created by us, unless the person or entity that created the information is no longer available to make the amendment;
  - Is not part of the medical information kept by or for our office;
  - Is not part of the information that you would be permitted to inspect and copy; or
  - Is accurate and complete.
- **RIGHT to an ACCOUNTING of DISCLOSURES.** You have the right to request an “accounting of disclosures.” This is a list of the disclosures we made of medical information about you.

To request this list of accounting of disclosures, you must submit your request in writing to the HIPAA Privacy and Security Officer at **Friendly Urgent and Family Care**. Your request must state a time period, which may not be longer than 6 years and may not include dates before April 14, 2003. Your request should indicate in what form you want the list (for example, on paper or electronically.) The first list you request within a 12-month period will be free. For additional lists, we may charge you for the costs of providing the list. We will notify you of the cost involved and you may choose to withdraw or modify your request at that time before any costs are incurred.

- **Right to Request Restrictions.** You have the right to request a restriction or limitation on the medical information we use or disclose about you for treatment, payment or health care operations. You also have the right to request a limit on the medical information we disclose about you to someone who is involved in your care or the payment for your care, like a family member or friend. For example, you could ask that we not use or disclose information about a surgery you had. You may request that we not use or disclose PHI for marketing or selling of PHI. You have the right to request that your PHI not be used for fundraising. Your request must state the restrictions and to whom the restrictions apply. This request must be in writing.
- **We are not required to agree to your request.** If we do agree, we will comply with your request unless the information is needed to provide you emergency treatment.  
To request restrictions, you must make your request in writing to HIPAA Privacy and Security Officer at, **Friendly Urgent and Family Care**. In your request, you must tell us (1) what information you want to limit; (2) whether you want to limit our use, disclosure, or both; (3) to whom you want the limits to apply, for example, disclosures to your spouse.
- **Right to Request Confidential Communications.** You have the right to request that we communicate with you about medical matters in a certain way or at certain location. For example, you can ask that we only contact you at work or by mail.  
To request confidential communications, you must make your request in writing to, **Friendly Urgent and Family Care**. We will not ask you the reason for your request. We will accommodate all reasonable requests. Your request must specify how or where you wish to be contacted.
- **Right to be Notified if Your PHI has been Breached.** You have the right to know if there has been a security breach of your unsecured Protected Health Information by us or a Business Associate.

- **Right to Request Restrictions on Disclosures to Health Plans.** You have a right to request restrictions to disclosures to health plans for payment or healthcare operations regarding services where the individual has paid for the service out of pocket and in full.
- **Right to a Paper Copy of This Notice.** You have the right to a paper copy of this notice. You may ask us to give you a copy of this notice at any time. Even if you have agreed to receive this notice electronically, you are still entitled to a paper copy of this notice.  
To obtain a paper copy of this notice, please ask our HIPAA Privacy and Security Officer at **Friendly Urgent and Family Care @ 336-218-0994.**

#### **CHANGES TO THIS NOTICE**

We reserve the right to change this notice. We reserve the right to make the revised or changed notice effective for medical information we already have about you as well as any information we receive in the future. We will post a copy of the current notice in the office. The notice will contain on the first page, in the top right-hand corner, the effective date. In addition, each time you register, we will offer you a copy of the current notice in effect.

#### **OTHER USES OF MEDICAL INFORMATION**

Other uses and disclosures of medical information not covered by this notice or the laws that apply to us will be made only with your permission. If you provide us permission to use or disclose medical information about you, you may revoke that permission, in writing, at any time. If you revoke your permission, we will no longer use or disclose medical information about you for the reasons covered by your written authorization. You understand that we are unable to take back any disclosures we have already made with your permission and that we are required to retain our records of the care that we provided to you.

#### **QUESTIONS AND COMPLAINTS**

If you have any questions, concerns or want more information about our privacy practices, please contact the HIPAA Privacy and Security Officer at **Friendly Urgent and Family Care** using the information below.

If you are concerned that we may have violated your privacy rights or you disagree with a decision we have made regarding your access to your health information or any other request you have made in the exercise of your rights, you may send your complaints to us using the information below. You may also submit a written complaint to the Secretary of Health and Human Services. Contact us for the address of the Department of Health and Human Services.

#### **Contact our office:**

We support your right to privacy of your health information and we will not retaliate against you in any way for filing a complaint.

If you have any questions or requests, please contact Carla Jones, HIPAA Privacy and Security Officer at **Friendly Urgent and Family Care.**

**Friendly Urgent and Family Care**  
**410 College Rd**  
**Greensboro, NC 27410**  
**Phone: 336-218-0994**