



## NOTICE OF PRIVACY PRACTICES

As Required by the Privacy Regulations Created as a Result of the Health Insurance Portability and Accountability Act of 1996 (HIPAA)

THIS NOTICE DESCRIBES HOW HEALTH INFORMATION ABOUT YOU (AS A PATIENT OF THIS PRACTICE) MAY BE USED AND DISCLOSED, AND HOW YOU CAN GET ACCESS TO YOUR INDIVIDUALLY IDENTIFIABLE HEALTH INFORMATION.

PLEASE REVIEW THIS NOTICE CAREFULLY

**OUR COMMITMENT TO YOUR PRIVACY** Rainbow Pediatric Center (the “practice”) is dedicated to maintaining the privacy of your individually identifiable health information (IIHI). In conducting our business, we will create records regarding you and the treatment and services we provide to you. We are required by law to maintain the confidentiality of health information that identifies you. We also are required by law to provide you with this notice of our legal duties and the privacy practices that we maintain in our practice concerning your IIHI. By federal and state law, we must follow the terms of the notice of privacy practices that we have in effect at the time.

We realize that these laws are complicated, but we must provide you with the following important information: Your rights, your choices and Our Uses and Disclosures of your IIHI.

**A. YOUR RIGHTS.** When it comes to your health information, you may have certain rights. This section explains your rights and some of our responsibilities to you.

**1. Get an electronic or paper copy of your medical record.** You can ask to see or get an electronic or paper copy of your medical record and other health information we have about you. Ask us how to do this by contacting our Privacy Officer.

**2. Ask us to correct your medical record.** You can ask us in writing to correct health information about you that you think is incorrect or incomplete. Ask us how to do this by contacting our Privacy Officer. We may say “no” to your request, but we’ll tell you why in writing within 60 days.

**3. Request confidential communications.** You can ask us in writing to contact you in a specific way (for example at home or office phone) or to send mail to a different address. Ask us how to do this by contacting our Privacy Officer. We will say “yes” to all reasonable requests.

**4. Ask us to limit what we use or share.** You can ask us in writing not to use or share certain health information for treatment, payment, or our operations. We are not required to agree to your request and we may say “no” if it would affect your care. Ask us how to do this by contacting our Privacy Officer. If you pay for a service or health care item out of pocket in full, you can ask us in writing not to share that information for the purpose of payment or our operations with your health insurer. We will say “yes” unless a law requires us to share that information. Ask us how to do this by contacting our Privacy Officer.

**5. Get a list of those with whom we’ve shared information.** You can ask us in writing for a list (accounting) of the times we’ve shared your health information for six years prior to the date you ask, who we shared it with, and why. Ask us how to do this by contacting our

Privacy Officer. We will include all the disclosures except for those about treatment, payment, and health care operations, and certain other disclosures (such as any you asked us to make). We’ll provide one accounting a year for free but will charge a reasonable, cost-based fee if you ask for another one within 12 months.

**6. Get a copy of this privacy notice.** You can ask for a paper copy of this notice at any time, even if you have agreed to receive the notice electronically. We will provide you with a paper copy promptly. Ask us how to do this by contacting our Privacy Officer.

**7. Choose someone to act for you.** If you have given someone medical power of attorney or if someone is your legal guardian, that person can exercise your rights and make choices about your health information. We will make sure the person has this authority and can act for you before we take any action

**8. File a complaint if you feel your rights are violated.** You can complain if you feel we have violated your rights by contacting the Privacy Officer listed below. You can also file a complaint with the U.S. Department of Health of Human Service Office for Civil Rights by sending a letter to 200 Independence Avenue, S.W., Washington, D.C. 20201, calling 1-877-696-6775 or visiting [www.hhs.gov/ocr/privacy/hipaa/complaints/](http://www.hhs.gov/ocr/privacy/hipaa/complaints/). We will not retaliate against you for filing a complaint.

**B. YOUR CHOICES.** You have some choices in the way that we use and share information as we: tell family and friends about your condition, provide disaster relief, include you in a hospital directory, for mental health care, market our services and sell your information, raise funds.

1. For certain health information, you can tell us your choices about what we share. If you have a clear preference for how we share your information in the situations described below, talk to us. Tell us what you want us to do, and we will follow your instructions.

In these cases, you have both the right and choice to tell us to:

a. Share information with your family, close friends, or others involved in your care.

b. Share information in a disaster relief situation

c. Include your information in a hospital directory.

*If you are not able to tell us your preference, for example if you are unconscious, we may go ahead and share your information if we believe it is in your best interest. We may also share your information when needed to lessen a serious and imminent threat to health or safety.*

2. In these case we never share your information unless you give us written permission: marketing purposes, sale of your information, most sharing of psychotherapy notes.

3. In the case of fundraising: We may contact you for fundraising efforts, but you have the right to opt out and we will honor your request if you tell us that you would not like to receive these communications.

**C. OUR USES AND DISCLOSURES.** We may use and share your information as we: treat you, run our organization, bill for your services, help with public health and safety issues, do research, comply with the law, respond to organ and tissue donation requests, work with a medical examiner or funeral director, address workers' compensation, law enforcement, and other government requests, respond to lawsuits and legal actions.

How do we typically use or share your health information? We typically use or share your health information in the following ways.

**1. Treat you.** We can use your health information and share it with other professionals who are treating you. *Example: a doctor treating you for an injury asks another doctor about your overall health condition.*

**2. Bill for your services.** We can use and share your health information to bill and get payment from health plans or other entities. *Example: We give information about you to your health insurance plan so it will pay for your services.*

**3. Run our organization.** We can use and share your health information to run our practice, improve your care, and contact you when necessary. *Example: we use health information about you to manage your treatment and services.*

**4. How else can we use or share your health information?** We are allowed or required to share your information in other ways – usually in ways that contribute to the public good, such as public health and research. We have to meet many conditions in the law before we can share your information for these purposes. For more information see:

[www.hhs.gov/ocr/privacy/hipaa/understanding/consumers/index.html](http://www.hhs.gov/ocr/privacy/hipaa/understanding/consumers/index.html).

**5. Help with public health and safety issues.** We can share health information about you for certain situations such as: preventing disease, helping with product recalls, reporting adverse reactions to medications, reporting suspected abuse, neglect or domestic violence, preventing or reducing a serious threat to anyone's health or safety.

**6. Do research.** We can use or share your information for health research, so long as we obtain documentation that an alteration to or waiver of the individual authorization has been approved by either and Institutional Review Board (IRB) or privacy board.

**7. Comply with the law.** We will share information about you if state or federal laws require it, including with the Department of Health and Human Services if it wants to see that we're complying with federal privacy law.

**8. Respond to organ and tissue donation requests.** We can share health information about you with organ procurement organizations.

**9. Work with a medical examiner or funeral director.** We can share health information with a coroner, medical examiner, or funeral director when an individual dies.

**10. Address workers' compensation, law enforcement, and other government requests.** We can use or share health information about you: for workers' compensation claims, for law enforcement purposes or with a law enforcement official, with health oversight agencies for activities authorized by law, for special government

functions such as military, national security and presidential protective services.

**11. Respond to lawsuits and legal actions.** We can share health information about you in response to a court or administrative order, or in response to a subpoena.

**D. OUR RESPONSIBILITIES.** Our responsibilities are to maintain the privacy and security of your protected health information.

1. We are required by law to maintain the privacy and security of your protected health information.

2. We will let you know promptly if a breach occurs that may have compromised the privacy or security of your information.

3. We must follow the duties and privacy practices described in this notice and give you a copy of it.

4. We will not use or share your information other than as described here unless you tell us we can in writing. If you tell us we can, you may change your mind at any time. Let us know in writing if you change your mind.

5. For more information see:

[www.hhs.gov/ocr/privacy/hipaa/understanding/consumers/noticepp.html](http://www.hhs.gov/ocr/privacy/hipaa/understanding/consumers/noticepp.html)

**CHANGES TO THE TERMS OF THIS NOTICE.** We can change the terms of this notice, and the changes will apply to all information we have about you. The new notice will be available upon request, in our office, and on our web site: [www.rainbowpediatriccenter.com](http://www.rainbowpediatriccenter.com).

**PRIVACY OFFICER:** If you would like to contact us for information about this notice or to complain about our privacy practices, please contact:

Venkat Koka

Rainbow Pediatric Center, PA

4788 Hodges Blvd, Suite B-108 Jacksonville, Florida 32224

904-223-9100

**OTHER INSTRUCTIONS FOR NOTICE.** Under Florida Law, we will never share treatment records without your written permission for the following areas, unless an exception applies: alcohol and substance abuse, genetic testing, HIV/AIDS, Mental health.

**ACKNOWLEDGEMENT.** You will be asked to sign an acknowledgement of your receipt of this Notice of Privacy Practices. We are required by law to make a good faith effort to provide you with our Notice of Privacy Practices and obtain such acknowledgment from you. However, your receipt of care and treatment from Rainbow Pediatric Center, PA is not conditioned upon your providing the written acknowledgement.

*Original approval date 01/22/2014*