

ELSA GUTIERREZ, MD

DERMOCARE

Tel (314) 991-8700

If you have paid for services "out of pocket," in full and in advance, and you request that we not disclose PHI related solely to those services to a health plan, we will accommodate your request, except where we are required by law to make a disclosure.

We are required to maintain the privacy of your PHI and to provide you the notice of our legal duties and our privacy practice with respect to PHI.

This notice is effective as of February 17, 2014 and it is our intention to abide by the terms of the Notice Of Privacy Practices and HIPAA Regulations currently in effect. DermCare reserves the right to change the terms of our notice of Privacy Practice and to make the new notice provision effective for all PHI that we maintain. We will post a copy and you may request a written copy of the revised Notice of Privacy practice from our office. You have the recourse if you feel that your protections have been violated by our office. You have the right to file a formal, written complaint with our office and with the Department of Health and Human Services, Office of Civil Rights. We will not retaliate against you for filing a complaint.

Feel free to contact the Practice Compliance Officer, Elsa Gutierrez, M.D. at 314-991-8700, for more information in person or in writing.

**NOTICE OF PRIVACY PRACTICES
Of
DermCare**

THIS NOTICE DESCRIBES:

- 1. HOW MEDICAL INFORMATION ABOUT YOU MAY BE USED AND DISCLOSED.**
- 2. HOW YOU CAN OBTAIN ACCESS TO THIS INFORMATION.**

PLEASE READ IT CAREFULLY.

Revised February 17, 2014

The Health Insurance Portability & Accountability Act of 1996 (HIPAA) is a Federal program that requests that all medical records and other individually identifiable health information used or disclosed by us in any form, whether electronically, on paper, or orally are kept properly confidential. This Act gives you, the patient the right to understand and control how your Protected Health Information (“PHI”) is used. HIPAA provides penalties for covered entities that misuse personal health information.

As required by HIPAA, we prepared this explanation of how we are to maintain the privacy of your health information and how we may disclose your personal information.

DermCare may use and disclose your medical records only for each of the following purposes: treatment, payment and health care operation.

- Treatment means providing, coordinating, or managing health care and related services by one or more healthcare providers. An example of this is a primary care doctor referring you to a specialist doctor.
- Payment means such activities as obtaining reimbursement for services, confirming coverage, billing or collections activities, and utilization review. An example of this would include sending your insurance company a bill for your visit and/or verifying coverage prior to surgery.
- Health Care Operations include business aspects of running our practice, such as conducting quality assessments and

improving activities, auditing functions, cost management analysis, and customer service. An example of this would be new patient survey cards.

- DermCare may also be required or permitted to disclose your PHI for law enforcement and other legitimate reasons. In all situations, we shall do our best to assure its continued confidentiality to the extent possible.

DermCare may also create and distributed identified health information by removing all reference to individually identifiable information.

We may contact you, by phone or in writing, to provide appointment reminders or for information about treatment alternatives or other health-related benefits and services that may be of interest to you.

The following use and disclosure of PHI will only be made pursuant to us receiving a written authorization from you:

- Most uses and disclosures of psychotherapy notes;
- Uses and disclosure of your PHI for marketing purposes, including subsidized treatment and health care operations;
- Disclosures that constitute a sale of PHI under HIPAA and
- Other disclosures not described in this notice.

You have the right to revoke such authorization in writing and we are required to honor and abide by that written request, except to the

- extent that we have already taken actions relying on your prior authorization.

You have the following right with respect to your PHI:

- The right to request restrictions on certain uses and disclosures of PHI, including those related to disclosures of family members, other relatives, close personal friends, or any other person identified by you. We are, however, not required to honor a request restriction except in limited circumstances which we explain if you ask. Your request for restriction will be honored until you provide a request, in writing, authorizing it to be removed.
- The right to reasonable requests to receive confidential communications of Protected Health Information by alternative means or at alternative locations.
- The right to inspect and copy your PHI.
- The right to amend your PHI.
- The right to receive an accounting of disclosure of your PHI.
- The right to obtain a paper copy of this notice from us upon request.
- The right to be advised if your unprotected PHI is intentionally or unintentionally disclosed.