

NOTICE OF PRIVACY PRACTICES

PLEASE REVIEW CAREFULLY.

Each time you visit our office, we make a record of your visit in order to manage the care you receive. We understand that medical information about you and your health is personal. The confidentiality and privacy of your health information is also protected under both state and federal law.

Federal law requires us to: 1) make sure that medical information that identifies you is kept private; 2) give you notice of our legal duties and privacy practices; 3) follow the terms of the notice that is currently in effect.

HOW WE MAY USE MEDICAL INFORMATION ABOUT YOU

FOR TREATMENT: We may disclose medical information about you to provide you with products or services. We may disclose your health care information to other healthcare professionals for the purpose of treatment, payment, or health care operations. We may also disclose health information about you to people outside our practice who may be involved in your medical care, such as family members or others we use to provide services that are a part of your care.

FOR PAYMENT: We may use and disclose health information about you so that treatment, products, and services you received from us may be billed to and payment may be collected from you, the insurance company, or third party.

FOR HEALTH OPERATIONS: We may use and disclose health information about you for facility operations. These uses and disclosures are necessary to run the facility and make sure that all our patients receive quality care.

- **Appointment Reminders:** We may use and disclose health information to contact you as a reminder that you have an appointment at our practice.
- **Treatment Alternatives:** We may use and disclose health information to tell you or recommend products or services that will benefit you.
- **Health-Related Benefits and Services:** We may use and disclose health information to tell you about health-related benefits or services that may benefit you.
- **Individuals Involved in Your Care or Payment for Your Care:** We may release health information about you to a family member who is involved in your health care. We may also give information if asked for by law enforcement officials, such as in response to a court order or subpoena.
- **Business Associates:** We may enter into contracts with persons or entities known as business associates that provide services to or perform functions on our behalf. Examples include our accountants, consultants, and attorneys. We may disclose your health information to our business associates so they can perform the job we have asked them to do, once they have agreed in writing to safeguard your information.
- **Health Oversight Activities:** We may disclose health information to a health oversight agency for activities authorized by law.

Changes to this Notice of Privacy Practices

Avenue South Orthodontics reserves the right to amend this Notice of Privacy Practices at any time in the future and will make the new provisions effective for all information that it maintains. Until such amendment is made, Avenue South Orthodontics is required by law to comply with this notice.