

NOTICE OF PRIVACY PRACTICES

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.

The Health Insurance Portability & Accountability Act of 1996 ("HIPAA") is a federal program that requires 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, significant new rights to understand and control how your health information is used. HIPAA provides penalties for covered entities that misuse personal health information.

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

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

- Treatment means providing, coordinating, or managing health care and related services by one or more health care providers. An example of this would include teeth cleaning services.
- Payment means such activities as obtaining reimbursement for services, confirming coverage, billing or collection activities, and utilization review. An example of this would be sending a bill for your visit to your insurance company for payment.
- Health care operations include the business aspects of running our practice, such as conducting quality assessment and improvement activities, auditing functions, cost-management analysis, and customer service. An example would be an internal quality assessment review.

We may also create and distribute de-identified health information by removing all references to individually identifiable information.

We may contact you to provide appointment reminders or information about treatment alternatives or other health-related benefits and services that may be of interest you through voice mail (answering machines) that may include one or all the following segments of information:

- The need for pre-medication
- The date and time of future appointments
- The last date of a dental check-up appointment
- A request for a return phone call with follow up information following treatment

We may contact you and/or your minor child, periodically, through the U.S. postal service with a reminder post card similar to the one represented here with the above exposed information readily available to anyone who may see it.

Be aware that during social events held at the office of HEALTHFUL ALTERNATIVES, P.C., at which you may be of attendance, photographs may be taken of you and/or your minor child, and be displayed within the office or placed on the HEALTHFUL ALTERNATIVES, P.C. website, known as "Dentistry in a Comforting Environment."

Any other uses and disclosures will be made only with your written authorization. You may 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 authorization.

You have the following rights with respect to your protected health information, which you can exercise by presenting a written request to the Privacy Officer:

- The right to request restrictions on certain uses and disclosures of protected health information, including those related to disclosures to family members, other relatives, close personal friends, or any other person identified by you. We are, however, not required to agree to a requested restriction. If we do agree to a restriction, we must abide by it unless you agree in writing to remove it.
- The right to reasonable requests to receive confidential communications of protected health information from us by alternative means or at alternative locations.
- The right to inspect and copy your protected health information.
- The right to amend your protected health information.
- The right to receive an accounting of disclosures of protected health information.
- The right to obtain and we have the obligation to provide to you a paper copy of this notice from us at your first service delivery date.
- The right to provide and we are obligated to receive a written acknowledgement that you have received a copy of our Notice of Privacy Practices.

We are required by law to maintain the privacy of your protected health information and to provide you with notice of our legal duties and privacy practices with respect to protected health information.

This notice is effective as of April 2003 and we are required to abide by the terms of the Notice of Privacy Practices currently in effect. We reserve the right to change the terms of our Notice of Privacy Practices and to make the new notice provisions effective for all protected health information that we maintain. We will post and you may request a written copy of a revised Notice of Privacy Practices from this office.

You have recourse if you feel that your privacy protections have been violated. You have the right to file a formal, written complaint with us at the address below, or with the Department of Health & Human Services, Office of Civil Rights, about violations of the provisions of this notice or the policies and procedures of our office. We will not retaliate against you for filing a complaint.

Please contact us for more information:

Privacy Officer:

Marianne W. Schaefer D.D.S., President
HEALTHFUL ALTERNATIVES, P.C.
 4801 West Peterson Avenue, Suite 502
 Chicago, IL 60646
 (773) 777-8300 Fax (773) 777-9018

For more information about HIPAA
 or to file a complaint:

The U.S. Department of Health & Human Services
 Office of Civil Rights
 200 Independence Avenue, S.W.
 Washington, D.C. 20201
 (202) 619-0257
 Toll Free: 1-877-696-6775

Example of post card to be mailed:

HEALTHFUL ALTERNATIVES, P.C. Marianne W. Schaefer D.D.S. 4801 West Peterson Avenue, Suite 502 Chicago, IL 60646 (773) 777-8300	
Just a reminder...It's time for your next dental check-up/cleaning in the month of _____. Please call our office today to Schedule an appointment. We look forward to seeing you!	(To the parent/guardian of) Patient name Address City, State Zip code
Please call our office for special instructions prior to your next appointment. Next Preventative/Regular appointment: MM/DD/YYYY @ HH:MM am/pm Recall Date: MM/DD/YYYY	