## **SOLE FOCUS FOOT AND ANKLE**

801 Route 73 North, Suite B Marlton, NJ 08053 Office: (856) 831-7700 Fax: (856) 831-7770

## **Notice of Privacy Practices Policy**

## 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 doctors at Sole Focus Foot and Ankle are committed to maintaining the confidentiality of their patient's protected health information (PHI). We emphasize the importance of confidentiality through employee training, the implementation of procedures designed to protect the security of our records, and our privacy policy. We restrict access to PHI to those employees who need to know that information to perform her job responsibilities. We maintain physical, electronic, and procedural safeguards that comply with federal and state regulations to guard confidentiality of PHI. All existing confidentiality protections concerning PHI apply to telemedicine consultations.

<u>Consent</u>: Consent obtained during the admission process for in office and telemedicine consultations covers use and disclosure of PHI for purposes of treatment, payment, and healthcare operations, including quality assessment and measurement, and disease management activities. Before any PHI is disclosed for purposes of treatment, payment, or healthcare operations, agreements with the recipients of such information are entered into to protect the confidentiality of PHI. If the patient is unable to give consent, family or legally appointed representatives will be authorized to release and/or receive access to information about the patient.

Telemedicine Consultations: Telemedicine involves the use of audio, video or other electronic communications to interact with you, consult with your healthcare provider and/or review your medical information for the purpose of diagnosis, therapy, follow-up and/or education. During your telemedicine consultation, details of your PHI may be discussed with other health professionals through the use of interactive video, audio and telecommunications technology. Additionally, a physical examination of you may take place and video, audio, and/or photo recordings may be taken. The benefits of telemedicine include having access to medical specialists and additional medical information and education without having to travel outside of your local health care community. A potential risk of telemedicine is that because of your specific medical condition, or due to technical problems, a face-to-face consultation still may be necessary after the telemedicine appointment. Additionally, in rare circumstances, security protocols could fail causing a breach of patient privacy. The alternative to telemedicine consultation is a face-to-face visit with a physician.

<u>Business Associates</u>: A business associate is an individual or entity under construct with us to perform or assist us in a function or activity which necessitates the use of medical information for example: a medical record copy service, consultants, accountants, lawyers, medical transcription and third party billing companies. Federal law provides that we may use your PHI without further specific noticed to you or written authorization by you in the following categories:

<u>For Your Treatment</u>: In diagnosing and treating your injury or illness, we may disclose any portion of your PHI to attending physicians, consulting physicians, nurses, technicians, medical student, interns, residency programs, continuing education training, to a home health agency or hospital to coordinate specific services, such as prescriptions, lab work, x-rays, and to other health care providers who had a legitimate need for such information in your care and continued treatment.

<u>To Obtain Payment:</u> We may use and disclose your medical information so that the services and treatment may be billed to, and payment may be collected from, your health insurer, HMO, or other company that arranges or pays the cost of your healthcare

For Health Care Operations: We may use and disclose your medical information for internal administration and planning to improve the quality and cost effectiveness of the care that we deliver to you, for example: Performance improvement, utilization review, internal auditing, crepitation, certification, licensing, educational and credentialing activities. We may remove information that identifies you from this set of medical information so others may use it to study healthcare and healthcare delivery without learning your identity.

Required by Law: We may use or disclose your medical information without further notice to you, or specific authorization by you when required by law; for public health purposes, to report child neglect and abuse; Health agencies (including but not limited to Department of Health, Office of Professional Medical Conduct, FDA); for judicial or administrative proceedings and; by law enforcement officials.

You have the right to file a complaint with us if you feel we have not complied with our Privacy Policies. If you feel we may have violated your privacy rights, or if you disagree with a decision we made regarding your access to your health information, you can complain to us in writing. We support your rights to the privacy of your information and will not retaliate in any way if you choose to file a complaint with us or with the U.S. Department of Health and Human Services.

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I have received a paper copy of the confidentiality policy, as required by HIPAA of 1996.