



NOTICE OF PRIVACY PRACTICES

PLEASE REVIEW IT CAREFULLY

At the Charleston Breast Center (CBC), we believe that your health information is personal. We keep records of the care and services that you receive at our facility. We are committed to keeping your health information private and we are also required by law to respect your confidentiality. This notice describes the privacy practices of the CBC.

TREATMENT

We use your health information to provide you with health care services. We may disclose your health information to doctors, nurses, technicians, students or other persons at CBC who need that information to take care of you. This may involve talking to doctors and others not employed by us. We also may disclose your health information to people outside CBC who may be involved in your health care, such as treating doctors, home care providers, pharmacies, and family members. We may disclose information about you to your family member, close friend, or any other person identified by you if that information is directly relevant to the person's involvement in your care or payment for your care.

PAYMENT

We may use and disclose your health information so that the health care you receive may be billed and paid for by you, your insurance company or another third party. We may also tell your health plan about a treatment you are going to receive so we can get prior payment approval or learn if your plan will pay for the treatment.

HEALTH CARE OPERATIONS

We may use your health information and disclose it outside CBC for our health care operations. These uses and disclosure help us operate CBC to maintain and improve patient care. We may combine health information about many patients to identify new services to offer, what services are not needed and whether certain therapies are effective. We may also disclose information to doctors, nurses, technicians, students and other persons at CBC for learning and quality improvement purposes. We may remove information that identifies you so people outside CBC may study your health data without knowing who you are.

CONTACT YOU

We may use and disclose health information to reach you about appointments and other matters. We may contact you by mail, telephone or e-mail. We may leave voice messages at the telephone number you provide us with and we may respond to your e-mail address. We may use and disclose health information about you to send you mailings about health-related products and services available at the CBC.

PHILANTHROPIC SUPPORT

We may use general demographic information about you to contact you in an effort to raise funds to support CBC and its operations.

MEDICAL RESEARCH

We perform medical research from time to time. Our physicians may look at your health records as part of your current care or to prepare or perform research. We will not use your health information or disclose it outside CBC for research reasons without either getting your prior approval or determining that your privacy is protected.

LEGAL MATTERS

We will disclose health information about you outside CBC when required to do so by federal, state or local law or by the court process. We may disclose health information about you for public health reasons, like reactions to medications or problems with medical products. We may release health information to help control the spread of disease or to notify a person whose health or safety may be threatened.

OTHER SITUATIONS

We may also use and disclose your information to notify persons of your location, general condition or death with disaster relief agencies if needed. We may also use professional judgment and our experience with common practice to make reasonable decisions about your best interests in allowing a person to act on your behalf to pick up filled prescriptions, medical supplies, X-rays or other things that contain information about you. We may use or disclose PHI incident to a use or disclosure permitted by the HIPAA Privacy Rule so long as we have reasonably safeguarded against such incidental uses and disclosures and have limited them to the minimum necessary information.

AUTHORIZATIONS FOR OTHER USES AND DISCLOSURES

As described above, we will use your health information and disclose it outside CBC for certain reasons. We will not use or disclose your health information for other reasons without your written authorization. You may revoke the authorization in writing at any time, but we cannot take back any uses or disclosures of your health information already made with your authorizations.

RIGHTS

Under federal law, you have several rights regarding medical information about you. You have the Right to Request Restrictions, Right to Receive Confidential Communication, Right to Inspect and Obtain Copy, Right to Amend, Right to Receive an Accounting and Right to a Paper Copy of this Notice.

COMPLAINTS

If you believe your privacy rights have been violated, you may file a complaint with the CBC or the Secretary of the United States Department of Health and Human Services. To file a complaint with our office, you must submit your complaint in writing to the CEO, Charleston Breast Center, 1930 Charlie Hall Blvd, Charleston, SC 29414. You will not be penalized for filing a complaint.

CHANGES TO THIS NOTICE

CBC may change this Notice at any time. Any change in the Notice could apply to medical information we already have about you, as well as, any information we receive in the future. We will post a copy of the current Notice at our facility. The effective date of the Notice is at the end of this document. We will also provide you with a copy of the revised Notice upon your request made to our CEO.

SIGNATURE

You will be asked to sign a form to show that you received this Notice.

Original Effective Date: February 13, 2006

Last Revised: February 16, 2009