

**EAR, NOSE & THROAT ASSOCIATES OF MANATEE, PA
AND
MANATEE HEARING & SPEECH CENTER INC.
PATIENT PRIVACY PRACTICES INFORMATION**

Our Commitment to You

Our practice recognizes the sensitive nature of your personal health information, and takes every precaution to protect your privacy. When you entrust us with this information, you can be certain it will be used only within our strict guideline.

We've prepared this information to explain what types of information we collect, and under what circumstances we may share it.

We hope you will read through all the details of the official practice position on privacy.

Importantly, we want you to understand that the practice uses information responsibly and in order to:

- Provide you with the healthcare service you've requested.
- File your healthcare claim with your insurance company.
- Make your visits or procedures more convenient and efficient for you.

In no case, do we provide account or personal health information to any other companies for the purpose of independent telemarketing or direct mail marketing of any types of products or services.

The Kinds of Information We collect

When you register at our practice, we ask you to provide us with information needed to accurately file your insurance claim. The following information is requested:

- Name and address
- Telephone number(s)
- Social security number
- Race
- Birthdate
- Sex
- Marital status
- Guarantor demographic information
- Insurance carrier name and address
- Insurance ID and group number
- Employer
- Patients' history and physical
- Current medications

How We Use This Information

Most of the information we collect is used for only one purpose - to help us deliver the healthcare services you've requested, accurately and efficiently.

Who Has Access to This Information?

Within our practice: The practice employees are permitted access to the information they need to perform their jobs on your behalf. We maintain strict internal policies against unauthorized disclosure or use of personal health information by employees.

Outside service providers: We have arrangements with companies whose experience is essential for our own services to operate properly. For example, we work with companies that perform surgical, pathology, laboratory, pharmacy, management, and medical transcription services. Other companies prepare our financial statements, enable online claims submission, and make banking transactions. These firms perform their functions under the direction of the practice and, as permitted by law, we share patient information necessary to perform these functions with them. As with all our business partners, these companies are required to safeguard your information and use it only for authorized purposes.

Courts and government bodies: Certain federal and state laws may require us to share information about you. For example, if you are involved in a legal matter with a third party, we may be ordered to provide information to a court or other party. In these circumstances, only the specific information required by law, subpoena, or court order will be shared.

New Patient Rights are on the Way

The federal government passed comprehensive privacy regulations for health information. The federal regulation establishes standards for most healthcare providers and payers on the protection of health information and established new patient rights.

The new privacy regulations are part of the Health Insurance Portability and Accountability Act (HIPAA) passed by congress in 1996. The privacy rules became effective in April 2001, and gave healthcare providers two years to comply.

Our practice has always protected our patients' privacy and the rule amounts to information our patients about the HIPAA regulations.

What Rights Do Patients Have?

Patients in our practice have the right to:

- Access or inspect their medical record
- Obtain a copy of their medical record
- Access and copying as long as information is retained (seven years for adults and seven years after minors become adults or until legal age, whichever is longer)
- Request an amendment to their medical record
- Request a list of when and where their confidential information was released within the past six years (may not include information released for care and treatment purposes, for payment, or when used for internal quality assurance purposes)
- Request an organization to restrict the use and disclosure of their confidential information (can request restriction in use of information for treatment,

payment, or healthcare operation purposes, however, we can choose if we will honor the request)

- Request to receive communication by alternative means or locations (such as leaving messages at work instead of at home)
- File a complaint to the following if you believe your privacy rights were violated:
 - The ENT Associates of Manatee Privacy Officer or Administrator
 - Manatee Hearing & Speech Center Privacy Officer
 - The Secretary of the Department of Health and Human Services, 200 Independence Ave SW, Washington DC 20201;
Phone: 202.619.0257 Toll Free: 877.696.6775 Email: HHS.Mail@hhs.gov
- Receive a notice of practice privacy practices brochure

**Our Practice is Committed to
Protecting Your Privacy**

The health information professionals at our practice have been trained to manage many of the systems required by HIPAA. Professionally, we are bound by a code of ethics to promote and protect the confidentiality and security of your medical records and health information. Our goal is to have patients trust that their medical records and confidential information will remain private. Our health information professionals are committed to maintain privacy and quality of care.