

# Pueblo Dental Management, Inc.

## 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.**

### **Our Legal Duty**

We at Pueblo Dental Management, Inc. value the privacy of the individual for whom we provide dental care. Federal and state law requires us to give you this notice about our privacy practices, our legal duties and your rights concerning your personal health information. We must follow the privacy practices we describe in this notice while it is in effect. This notice takes effect 04-15-2004 and will remain in effect until we replace it. We reserve the right to change our privacy practices and the terms of this notice at any time, provided such applicable law permits the changes. Before we make a significant change in our privacy practices, we will make the new notice available upon request.

In order to properly and accurately establish and update eligibility for dental coverage, request predeterminations of benefits, process claims, provide customer service and comply with all applicable state and federal laws, we gather individually identifiable information relating to the persons for whom we provide dental care. This information includes individuals' names, addresses, dates of birth, gender, marital status, social security numbers, and the dental services such individuals seek and/or have previously sought or obtained (collectively "personal information"). We receive personal information from various sources. They include the individual themselves, their insurance companies and other health care or dental offices, which have provided services to them.

We protect your personal information by:

- Treating all of your personal information that we collect as confidential
- Stating confidentiality policies and practices in our employee handbooks as well as disciplinary measures for privacy violations
- Restricting access to your personal information only to those employees who need to know your personal information in order to provide our services to you, such as researching a claim for a covered benefit
- Only disclosing your personal information that is necessary for a service company to perform its function on our behalf, and the company agrees to protect and maintain the confidentiality of your personal information, and
- Maintaining physical, electronic and procedural safeguards that comply with federal and state regulation to guard your personal information.

### **Uses and Disclosures of Health Information**

We will disclose your personal information about you only when it is necessary or appropriate in fulfillment of our dental activities and only when such disclosures is consistent with state and federal laws. We are proud to tell you that we do not provide our dental clients' personal information to anyone affiliated or nonaffiliated with us for marketing or research purposes or for any other purpose other than dental activities or other purposes authorized by law. The following are types of disclosures we may make as allowed or required by law.

#### **Treatment**

We may use your personal information for treatment or disclose it to a dentist, physician or other health care provider providing treatment to you.

#### **Treatment Alternatives**

We may use and disclose your protected personal information to tell you about or recommend possible treatment options or alternatives that may be of interest to you.

#### **Payment**

We may use and disclose your personal information to obtain payment for services we provide to you. For example, your dental plan may request and receive information on the date(s) of service, the service provider and the condition being treated. We may also disclose your health information to another health care provider or entity that is subject to the federal privacy rules for its payment activities.

#### **Routine Health Care Operations**

We may use and disclose your personal information for our health care operations including staff training activities, quality assessment and improvement activities.

#### **Phone Contacts**

We may use or disclose your personal information to provide you with appointment reminders, information about your treatment, or other related benefits and services, such as results of a predetermination request from your insurance company.

#### **Friends and Family**

If you are unable to consent to the disclosure of your personal information, such as in a medical emergency, we may disclose your personal information to a family member or friend to the extent necessary to help with your health care or with payment for your health. We will only disclose this information if we determine that it is necessary and in your best interest.