

**Pasadena Eye Center  
Privacy Protection:**

**Our Commitment to You**

At Pasadena Eye Center, we recognize the sensitive nature of your personal medical information, and take 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 guidelines.

We've prepared this brochure 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 Pasadena Eye Center's official position on privacy. Importantly, we want you to understand that Pasadena Eye Center uses information responsibly and in order to:

- Provide you with the healthcare services you've requested.
- File your healthcare claim with your insurance company.
- Make having your procedure at the Pasadena Eye Center more convenient and efficient for you.

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

***Pasadena*  
EYE CENTER**  
**727.343.3004**

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**CONFIDENTIAL**

***Pasadena Eye Center*  
Privacy Policy**

Protecting the Confidentiality  
of Our Patients' Personal  
Medical Information



***Pasadena*  
EYE CENTER**

## **The Kinds Of Information We Collect**

When your physician registers you for a procedure at Pasadena Eye Center, we ask the office to provide us with information in order to accurately file your insurance claim. The following information is requested:

- Name and address
- Telephone number, home and work
- Social Security number
- Race
- Birth date
- Sex
- Marital Status
- Guarantor demographic information
- Insurance carrier name and address
- Insurance ID and group number
- Scheduled procedure
- Patients' history and physical

## **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 Pasadena Eye Center:**

Pasadena Eye Center 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 medical 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 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 at Pasadena Eye Center's directions 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. The State of Florida also requires us, by law, to submit personal medical information for their Ambulatory Patient Data Report.

## **New Patient Rights Are On The Way**

For the first time ever, the federal government passed comprehensive privacy regulations for health information. This new federal regulation establishes standards for most healthcare providers and payers in 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.

At the Pasadena Eye Center, we have always protected our patients' privacy and the new rule amounts to informing our patients about the HIPAA regulations.

## **What Rights Do Patients Have?**

Our patients have the right to:

- Access or inspect their medical record
- Obtain a copy of their medical record
- Access and copying for as long as information is retained (seven years for adults and seven years after minors become adults)
- 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 Pasadena Eye Center Privacy Officer*
  - *The Secretary of the Department of Health and Human Services*
  - 200 Independence Avenue, S.W.*
  - Washington, D.C. 20201*
  - (202) 619-0257*
  - Toll Free: 1-877-696-6775*
  - *E-mail: HHS.Mail@hhs.gov*
- Receive a notice of Pasadena Eye Center privacy practices (this brochure)

## **Pasadena Eye Center is Committed to Protecting Your Privacy**

The health information professionals at the Pasadena Eye Center 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 maintaining privacy and quality of care.