



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. We are required by law to protect the privacy of your protected health information. Please review the following carefully.

Protecting your privacy

Protecting your privacy and your medical information is at the core of our business. We recognize our obligation to keep your information secure and confidential whether on paper or on the Internet. At Valley Plastic Surgery (hereafter referred to as “the Practice”), privacy is one of our highest priorities.

Keeping your information

Keeping the medical and health information we have about you secure is one of our most important responsibilities. We value your trust and will handle your information with care. Our employees access information about you only when necessary to provide treatment, verify eligibility, obtain authorization, process claims, and otherwise meet your needs. We may also access information about you when considering a request from you or when exercising our rights under the law or any agreement with you.

We safeguard information during all business practices according to established security standards and procedures, and we continually assess new technology for protecting information. Our employees are trained to understand and comply with these information principles.

Working to meet your needs through information

In the course of doing business, we collect and use various types of information, such as name, address, and insurance/claims information. We use this information to provide service to you and to process your claims.

Keeping information accurate

Keeping your health information accurate and up-to-date is very important. If you believe the health information we have about you is incomplete, inaccurate, or not current, please write or call us. We will take appropriate action to correct any erroneous information as quickly as possible through a standard set of practices and procedures.

How—and why—information is shared

This general consent for release of medical records that you sign authorizes Valley Plastic Surgery and Dr. Alyson Wells to disclose the information in your medical record for treatment, payment, and health care operations. We limit who receives information and what type of information is shared.

- Sharing information within the Practice. We share information within our company to deliver you the health care services and the related information/education needed by you.
- Sharing information for the purpose of arranging payment for your care. Your information may be shared with your insurer or other third-payer who is responsible for paying all or part of the cost of your care.
- Sharing information with companies that work for us. To help us offer you our services, we may share information with companies that work for us, such as billing and claims processing companies and practice management companies. These companies act on our behalf and are obligated contractually to keep the information that we provide them confidential.
- Sharing information for health care operations. We may use and disclose information that is necessary for our operations e.g. internal quality assessments, contacting other health care providers about treatment alternatives. We may also disclose information to doctors, nurses, technicians, or other practice personnel who are involved in your medical care and treatment. Different areas of the practice also may share medical information about you in order to coordinate the different things you need, such as prescriptions and lab work. We may also disclose medical information about you to people outside the practice who may be involved in your medical care after you leave our office, such as family members or others we may rely upon or ask to assist us in caring for you. We may use information about you to provide you with appointment reminders such as voicemail messages, postcards, or letters.