

NOTICE OF PRIVACY PRACTICES

PEDIATRIC DENTISTRY OF WESTCHASE is required to provide you with this Notice pursuant to the privacy regulations implementing the **Health Insurance Portability and Accountability Act of 1996 (HIPAA) (Privacy Rules)**.

OUR OBLIGATIONS: We are required by law to maintain the privacy of your health information. We are also required to give you this notice about our privacy practices, our legal obligations, and your rights concerning your health information. This notice takes effect March 1, 2011 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 changes are permitted by applicable law.

USES AND DISCLOSURES OF HEALTH INFORMATION: We use and disclose health information about you for our treatment, payment, and health care operations. For example:

TREATMENT: We may use or disclose your health information to a physician or other health care provider providing treatment to you.

PAYMENT: We may use or disclose your health information to your health insurer to obtain payment for services we provide to you.

HEALTH CARE OPERATIONS: We may use and disclose your health information in connection with our health care operations. For example, we may use or disclose your health information in order to conduct an internal assessment of the quality of care we provide.

PERSONS INVOLVED IN CARE: We may use or disclose health information to notify, or assist in the notification of (including identifying or locating) a family member, your personal representative or another person responsible for your care, to the extent necessary to help with your health care or with payment of your health care.

APPOINTMENT REMINDERS: We may use or disclose your health information to provide you with appointment reminders (such as voicemail messages, postcards or letters) or information about treatment alternatives or other health-related benefits and services that may be of interest to you.

SIGN: _____ **DATE** _____