

Notice of Privacy Practices

Effective: December 1, 2009

I. This notice describes how medical information about you may be used and disclosed and how you can access this information. Please review it carefully.

The Company uses health information about you for treatment, to obtain payment for treatment, for administrative purposes, and to evaluate the quality of care that you receive. Your health information is contained in a clinical record that is the physical property of the Company.

II. How the Company may use or disclose your protected health information (PHI)

- A. For Treatment.** The Company may use your health information to provide you with medical treatment or services. For example, information obtained by a health care provider, such as a physician, nurse, or other person providing health services to you, will record information in your record that is related to your treatment. This information is necessary for health care providers to determine what treatment you should receive. Health care providers will also record actions taken by them in the course of your treatment and note how you respond to the actions. The company may share your health information with business associates who perform business services on our behalf.
- B. For Payment.** The Company may use and disclose your health information to others for purposes of receiving payment for treatment and services that you receive. For example, a bill may be sent to you or a third-party payor, such as an insurance company or health plan. The information on the bill may contain information that identifies you, your diagnosis, and treatment or supplies used in the course of treatment.
- C. For Health Care Operations.** The Company may use and disclose health information about you for operational purposes. For example, your health information may be disclosed to members of the healthcare staff, risk or quality improvement personnel, and to others to:
1. Evaluate the performance of our staff;
 2. Assess the quality of care and outcomes in your cases and in similar cases;
 3. Learn how to improve our facilities and services; and
 4. Determine how to continually improve the quality and effectiveness of the healthcare we provide.
- D. Appointments.** The Company may use your information to provide appointment reminders or information about treatment alternatives or other health-related benefits and services that may be of interest to you.
- E. Required by Law.** The Company may use and disclose information about you as required by law. For example, the Company may disclose information for the following purposes:
1. For judicial and administrative proceedings pursuant to legal authority;
 2. To report information related to victims of abuse, neglect or domestic violence; and
 3. To assist law enforcement officials in their law enforcement duties.
- F. Public Health.** Your health information may be used or disclosed for public health activities such as assisting public health authorities or other legal authorities to prevent or control disease, injury, or disability, or for other health oversight activities.
- G. Decedents.** Health information may be disclosed to funeral directors or coroners to enable them to carry out their lawful duties.
- H. Organ/Tissue Donation.** Your health information may be used or disclosed for cadaveric organ, eye, or tissue donation purposes.

- I. **Research.** The Company may use your health information for research purposes when an institutional review board or privacy board that has reviewed the research proposal and established protocols to ensure the privacy of your health information has approved the research.
- J. **Health and Safety.** Your health information may be disclosed to avert a serious threat to the health or safety of you or any other person pursuant to applicable law.
- K. **Government Functions.** Specialized government functions such as protection of public officials or reporting to various branches of the armed services that may require use or disclosure of your health information.
- L. **Workers' Compensation.** Your health information may be used or disclosed in order to comply with laws and regulations related to Workers' Compensation.
- M. **Fundraising/Marketing Activities.** We may use and share with a Business Associate or a foundation that is related to us your name, address, phone number and other such information. You may then be asked for a donation to UPMC.

III. Your health information rights. You have the right to:

- A. Request a restriction on certain uses and disclosures of your information as provided by 45 C.F.R. § 164.522; however, the Company is not required to agree to a requested restriction;
- B. Obtain a paper copy of the notice of information practices upon request;
- C. Inspect and obtain a copy of your health record as provided for in 45 C.F.R. § 164.524;
- D. Amend your health record as provided in 45 C.F.R. § 164.526;
- E. Request communications of your health information by alternative means or at alternative locations, however, transmission of PHI using alternative means may not be secure such as the use of e-mail;
- F. Revoke your authorization to use or disclose health information except to the extent that action has already been taken; and
- G. Receive an accounting of disclosures made of your health information as provided by 45 C.F.R. § 164.528.

IV. Complaints. You may complain to the Company and to the Department of Health and Human Services if you believe your privacy rights have been violated. You will not be retaliated against for filing a complaint.

V. Obligations of the Company. The Company is required to:

- A. Maintain the privacy of PHI;
- B. Provide you with this notice of its legal duties and privacy practices with respect to your health information;
- C. Abide by the terms of this notice;
- D. Notify you if we are unable to agree to a requested restriction on how your information is used or disclosed;
- E. Accommodate reasonable requests you may make to communicate health information by alternative means or at alternative locations; and
- F. Obtain your written authorization to use or disclose your health information for reasons other than those listed above and permitted under law.

The Company reserves the right to change its information practices and to make the new provisions effective for all PHI it maintains. Revised notices will be made available to you in writing and upon request to the Privacy Officer.

VI. Contact Information. If you have any questions or complaints, please contact:

Notice of Privacy inquiry line at 412-647-6286