



NOTICE OF PRIVACY PRACTICES

THIS NOTICE DESCRIBES HOW HEALTH INFORMATION ABOUT YOU MAY BE USED AND DISCLOSED INCLUDING SMS TEXT MESSAGING AND HOW YOU CAN GET ACCESS TO THIS INFORMATION.

PLEASE REVIEW IT CAREFULLY.

THE PRIVACY OF YOUR HEALTH INFORMATION IS IMPORTANT TO US.

OUR LEGAL DUTY

We are required by applicable federal and state law to maintain the privacy of your health information. We are also required to give you this Notice about our privacy practices, our legal duties, and your rights concerning your health information. We must follow the privacy practices that are described in this Notice while it is in effect. **This Notice takes effect June 2, 2019, 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. We reserve the right to make the changes in our privacy practices and the new terms of our Notice effective for all health information that we maintain, including health information we created or received before we made the changes. Before we make a significant change in our privacy practices, we will change this Notice and make the new Notice available upon request.

You may request a copy of our Notice at any time. For more information about our privacy practices, or for additional copies of this Notice, please contact us at **217-670-0462**.

USES AND DISCLOSURES OF HEALTH INFORMATION

We use and disclose health information about you for treatment, payment, and healthcare operations. For example:

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

Payment: We may use and disclose your health information to obtain payment for services we provide to you.

Healthcare Operations: We may use and disclose your health information in connection with our healthcare operations. Healthcare operations include quality assessment and improvement activities, reviewing the competence or qualifications of healthcare professionals, evaluating practitioner and provider performance, conducting training programs, accreditation, certification, licensing or credentialing activities.

Your Authorization: In addition to our use of your health information for treatment, payment or healthcare operations, you may give us written authorization to use your health information or to disclose it to anyone for any purpose. If you give us an authorization, you may revoke it in writing at any time. Your revocation will not affect any use or disclosures permitted by your

authorization while it was in effect. Unless you give us a written authorization, we cannot use or disclose your health information for any reason except those described in this Notice.

To Your Family and Friends: We must disclose your health information to you, as described in the Patient Rights section of this Notice. We may disclose your health information to a family member, friend or other person to the extent necessary to help with your healthcare or with payment for your healthcare, but only if you agree that we may do so.

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, of your location, your general condition, or death. If you are present, then prior to use or disclosure of your health information, we will provide you with an opportunity to object to such uses or disclosures. In the event of your incapacity or emergency circumstances, we will disclose health information based on a determination using our professional judgment disclosing only health information that is directly relevant to the person's involvement in your healthcare. We will also use our professional judgment and our experience with common practice to make reasonable inferences of your best interest in allowing a person to pick up filled prescriptions, medical supplies, x-rays, or other similar forms of health information.

Appointment Reminders: We may use or disclose your health information to provide you with appointment reminders (such as voicemail messages, postcards, or letters).

Marketing Health-Related Services: We will not use your health information for marketing communications without your written authorization. **Consumer information is not shared with third-parties for marketing purposes.**

Required by Law: We may use or disclose your health information when we are required to do so by law.

Abuse or Neglect: We may disclose your health information to appropriate authorities if we reasonably believe that you are a possible victim of abuse, neglect, or domestic violence or the possible victim of other crimes. We may disclose your health information to the extent necessary to avert a serious threat to your health or safety or the health or safety of others.

National Security: We may disclose to military authorities the health information of Armed Forces personnel under certain circumstances. We may disclose to authorized federal officials health information required for lawful intelligence, counterintelligence, and other national security activities. We may disclose to a correctional institution or law enforcement official having lawful custody of protected health information of an inmate or patient under certain circumstances.

SMS Full Disclosure as required by the Federal 10DLC Laws

Effective June 2, 2019

Endodontics of Springfield, LLC (“we”, “us”, “our”) respects your privacy and we are committed to protecting your personal information. This Privacy Policy explains how we collect, use, and share information when you opt-in to receive SMS text messages from us.

Information We Collect: When You opt- in to receive SMS text messages, we will collect:

- The phone number you request to receive SMS text messages on
- Your Consent to send you SMS text messages

How We Use Your Information: We use your information to:

- Send you the SMS text messages you’ve opted in to receive
- Provide Appointment reminders, appointment updates, account financial billing balances or expected balance owed at time of appointment, updated changes in the schedule, promotions, or other relevant content based on your preferences

Sharing Your Information: We **DO** not share your phone number or SMS opt-in information with **any** third parties for marketing purposes or any other purposes.

Your Rights: You can opt-out of receiving SMS messages at any time by replying with “STOP” to any message we send you.

Data Security: We have implemented reasonable measures to protect your personal information from unauthorized access or disclosure..

Appointment Reminders: By providing your phone number, you consent to receive SMS messages providing appointment reminders, appointment updates, account financial billing balances or expected financial obligation owed at time of appointment, updated changes in the schedule, promotions, or other relevant content based on your preferences.

Appointment Reminders: We may use or disclose your health information to provide you with appointment reminders (such as voicemail messages, SMS text messages, postcards, or letters).

Questions regarding any of the above listed information: If you have any questions or concerns about our privacy practices, please contact us at 217-670-0462 or at office@endospringfield.com.

PATIENT RIGHTS

Access: You have the right to look at or get copies of your health information, with limited exceptions. You may request that we provide copies in a format other than photocopies. We will use the format you request unless we cannot practicably do so. (You must make a request in writing to obtain access to your health information. You may obtain a form to request access by using the contact information listed at the beginning of this Notice. We will charge you a reasonable cost-based fee for expenses such as copies and staff time. You may also request access by sending us a letter to the address at the end of this Notice. If you request copies, we will charge you \$20 for staff time to locate and copy your health information, and postage if you want the copies mailed to you. If you request an alternative format, we will charge a cost-based fee for providing your health information in that format. If you prefer, we will prepare a summary or an explanation of your health information for a fee. Contact us using the information listed at the end of this Notice for a full explanation of our fee structure.

Disclosure Accounting: You have the right to receive a list of instances in which we or our business associates disclosed your health information for purposes, other than treatment, payment, healthcare operations and certain other activities, for the last 6 years. If you request this accounting more than once in a 12-month period, we may charge you a reasonable, cost-based fee for responding to these additional requests.

Restriction: You have the right to request that we place additional restrictions on our use or disclosure of your health information. We are not required to agree to these additional restrictions, but if we do, we will abide by our agreement (except in an emergency).

Alternative Communication: You have the right to request that we communicate with you about your health information by alternative means or to alternative locations. {You must make your request in writing.} Your request must specify the alternative means or location, and provide satisfactory explanation how payments will be handled under the alternative means or location you request.

Amendment: You have the right to request that we amend your health information. (Your request must be in writing, and it must explain why the information should be amended.) We may deny your request under certain circumstances.

Electronic Notice: If you receive this Notice on our Web site or by electronic mail (e-mail), you are entitled to receive this Notice in written form.

QUESTIONS AND COMPLAINTS

If you want more information about our privacy practices or have questions or concerns, please contact us at 217-670-0462 or office@endospringfield.com.

If you are concerned that we may have violated your privacy rights, or you disagree with a decision we made about access to your health information or in response to a request you made to amend or restrict the use or disclosure of your health information or to have us communicate with you by alternative means or at alternative locations, you may complain to us using the contact information listed at the end of this Notice. You also may submit a written complaint to the U.S. Department of Health and Human Services. We will provide you with the address to file your complaint with the U.S. Department of Health and Human Services upon request.

We support your right to the privacy of your health information. We will not retaliate in any way if you choose to file a complaint with us or with the U.S. Department of Health and Human Services.

Contact Officers:: Dr Andrew Martens/Christy Olroyd
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Terms Of Service
SMS Text Message Opt-IN
Terms and Conditions as listed below

Effective Date: June 2, 2019

By opting in to receive SMS messages from **Endodontics of Springfield, LLC**, (“we,” “us,” “our”) you agree to the following terms:

1. SMS Messaging Service

By providing your phone number, you consent to receive SMS messages providing appointment reminders, appointment updates, account financial billing balances or expected financial obligation owed at time of appointment, updated changes in the schedule, promotions, or other relevant content based on your preferences.

2. Message Frequency

You will receive approximately 4-8 messages before an upcoming appointment. SMS messages will be sent if we have an appointment change for a date you request, financial billing messages to advise of financial obligation at time of appointment, a link to leave a google review, as well as once insurance has paid or payment is due.

3. Message and Data Rates

Message and data rates may apply based on your mobile carrier’s terms. Message frequency varies. Reply **HELP** for support. Reply **STOP** to opt out.

4. Privacy Policy

Your information will be handled in accordance with our Privacy Policy, which can be viewed at www.endospringfield.com

5. Opt-Out Instructions

You can opt out at any time by replying “STOP” to any SMS message we have sent you.. You may also contact us directly at 217-670-0462 and have the service removed..

6. Liability

We are not responsible for any charges, errors, or delays in SMS delivery caused by your carrier or third-party service providers.

By opting in, you confirm that you are the owner or authorized user of the phone number provided and that you are at least 18 years old..