

NOTICE OF PRIVACY PRACTICES

Standard Optical Company and Opticare of Utah

THIS NOTICE DESCRIBES HOW YOUR PROTECTED HEALTH INFORMATION MAY BE USED AND HOW YOU CAN GET ACCESS TO IT. PLEASE READ AND REVIEW CAREFULLY.

The physicians and staff of Standard Optical are legally required to protect the privacy of your health information and abide by the requirements outlined in this document. Our office is required to prominently post the most current notice at all times. A copy of the notice will be given to all patients at the time of check in, on their first office visit, following April 14, 2003. You will be asked to sign an acknowledgement that you received and read the notice. A copy of the notice will be provided to any individual upon request.

Standard Optical reserves the right to change, adapt or amend Notice of Privacy Practices, without notice. You will be provided with all amendments and changes should they occur.

Standard Optical Company has policies and procedures to insure that your health information is protected. These include specific guidelines for how your information is used including who and when staff members have access to health records, how confidentiality is maintained, and how and when your information can be shared with others.

Our offices will use and disclose your personal health information for your care and treatment, billing and collections of payment for products and services, and carry out routine healthcare operations of this office. The uses and disclosures include but are not limited to the following:

- Administrative functions of this office – acquiring health information and history, filing records, scheduling appointments, reminding patients of appointments and other scheduled activities, billing and collection.
- Record creation, documentation and monitoring of health status.
- Communication among the workforce of the office and other offices, either verbally or in writing, information that is required of them to perform their job.
- Consulting with other providers, and their workforce, providing information as required for referrals.
- Verifying eligibility and benefits for insurance purposes.
- Obtaining authorization from insurance company as required.
- Calling or faxing information to provider of prescription goods such as a pharmacy.
- Providing health information for the purposes of scheduling appointments for diagnostic tests, surgery, admission, consultation or home health care that may be required.
- Providing information by your insurance company for their administrative duties.

Standard Optical may contact you via telephone, fax, e-mail, or mail for the following activities:

- Providing appointment reminders
- Scheduling appointments
- Describing or recommending treatment alternatives
- Providing expiration notices
- Providing test results
- Providing health related benefits and services

If Standard Optical needs to treat you in the event of an emergency, this Notice will be provided after the emergency has been taken care of, in a good faith effort.

Your personal health information may be used without your consent for the following:

- To a family member or guardian, other relative or close friend for the purposes of the patient's personal care and/or payment.
- To a family member or guardian, other relative or representative for the purposes of location or death.
- To a public or private organization authorized by law to assist you in disaster relief efforts required by law.

Your personal health information may be used without your consent or the opportunity to agree or object in the following circumstances as required by law:

- For public health purposes including but not limited to reporting communicable diseases, reporting births or deaths and public health surveillance as required by law.
- Suspected child abuse or neglect as required by law.
- To the Food and Drug Administration regarding adverse affects or events as a result of drug reactions, or product defects.
- To you employer if you have a work related injury or work related illness as required by law.
- To a government authority if you are a victim of abuse, neglect or other circumstances required by law.
- In response to a court order, court ordered warrant, subpoena or summons issued by a judicial officer, grand jury or administrative request required by law.
- To a law enforcement official if you are a victim of a crime, as required by law.
- To coroner or medical examiner for the purpose of identification as required by law.
- To organ procurement organizations as required by law.

Any other uses of your health information will require a specific HEALTH INFORMATION AUTHORIZATION.

The law gives you the following rights regarding your health information:

- The right to request restrictions of our uses and disclosures for the purposes of treatment (except emergency), payment or healthcare options.
- Standard Optical will make every effort to accommodate your restrictions, but are not required to agree to a requested restriction.
- The right to receive confidential communications of health information.
- The right to see, review and amend any health information. Amendments will be made in no more than 60 days from notice to amend medical records. There are limited circumstances in which Standard Optical may refuse to photocopy medical records. Standard Optical has the right to refuse amendments in writing, 30 days after a rebuttal statement is issued.
- The right to an accounting list or a list of diagnosis and treatments over the past six years.

If you believe your privacy rights have been violated, you may file a complaint in writing to the HIPAA Compliance Officer at the address below. If you prefer, you can discuss your complaint in person via telephone at 800-363-0950.

**Standard Optical and Opticare of Utah
c/o HIPAA Compliance Officer
1901 W. Parkway Blvd.
Salt Lake City, UT 84119**