

Your Information. Your Rights. Our Responsibilities.

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

Your Rights

You have the right to:

- Get a copy of your paper or electronic medical record
- Correct your paper or electronic medical record
- Request confidential communication
- Ask us to limit the information we share
- Get a list of those with whom we've shared your information
- Get a copy of this privacy notice
- Choose someone to act for you
- File a complaint if you believe your privacy rights have been violated

➤ **See page 2** for more information on these rights and how to exercise them

Your Choices

You have some choices in the way that we use and share information as we:

- Tell family and friends about your condition
- Provide disaster relief
- Include you in a hospital directory
- Provide mental health care
- Market our services and sell your information
- Raise funds

➤ **See page 3** for more information on these choices and how to exercise them

Our Uses and Disclosures

We may use and share your information as we:

- Treat you
- Run our organization
- Bill for your services
- Help with public health and safety issues
- Do research
- Comply with the law
- Respond to organ and tissue donation requests
- Work with a medical examiner or funeral director
- Address workers' compensation, law enforcement, and other government requests
- Respond to lawsuits and legal actions

➤ **See pages 3 and 4** for more information on these uses and disclosures

Your Rights

When it comes to your health information, you have certain rights.

This section explains your rights and some of our responsibilities to help you.

Get an electronic or paper copy of your medical record

- You can ask to see or get an electronic or paper copy of your medical record and other health information we have about you. Ask us how to do this.
- We will provide a copy or a summary of your health information, usually within 30 days of your request. We may charge a reasonable, cost-based fee.

Ask us to correct your medical record

- You can ask us to correct health information about you that you think is incorrect or incomplete. Ask us how to do this.
- We may say “no” to your request, but we’ll tell you why in writing within 60 days.

Request confidential communications

- You can ask us to contact you in a specific way (for example, home or office phone) or to send mail to a different address.
- We will say “yes” to all reasonable requests.

Ask us to limit what we use or share

- You can ask us **not** to use or share certain health information for treatment, payment, or our operations. We are not required to agree to your request, and we may say “no” if it would affect your care.
- If you pay for a service or health care item out-of-pocket in full, you can ask us not to share that information for the purpose of payment or our operations with your health insurer. We will say “yes” unless a law requires us to share that information.

Get a list of those with whom we’ve shared information

- You can ask for a list (accounting) of the times we’ve shared your health information for six years prior to the date you ask, who we shared it with, and why.
- We will include all the disclosures except for those about treatment, payment, and health care operations, and certain other disclosures (such as any you asked us to make). We’ll provide one accounting a year for free but will charge a reasonable, cost-based fee if you ask for another one within 12 months.

Get a copy of this privacy notice

- You can ask for a paper copy of this notice at any time, even if you have agreed to receive the notice electronically. We will provide you with a paper copy promptly.

Choose someone to act for you

- If you have given someone medical power of attorney or if someone is your legal guardian, that person can exercise your rights and make choices about your health information.
- We will make sure the person has this authority and can act for you before we take any action.

File a complaint if you feel your rights are violated

- You can complain if you feel we have violated your rights by contacting us using the information on page 1.
- You can file a complaint with the U.S. Department of Health and Human Services Office for Civil Rights by sending a letter to 200 Independence Avenue, S.W., Washington, D.C. 20201, calling 1-877-696-6775, or visiting www.hhs.gov/ocr/privacy/hipaa/complaints/.
- We will not retaliate against you for filing a complaint.

Your Choices

For certain health information, you can tell us your choices about what we share. If you have a clear preference for how we share your information in the situations described below, talk to us. Tell us what you want us to do, and we will follow your instructions.

In these cases, you have both the right and choice to tell us to:

- Share information with your family, close friends, or others involved in your care
- Share information in a disaster relief situation
- Include your information in a hospital directory

If you are not able to tell us your preference, for example if you are unconscious, we may go ahead and share your information if we believe it is in your best interest. We may also share your information when needed to lessen a serious and imminent threat to health or safety.

In these cases we never share your information unless you give us written permission:

- Marketing purposes
- Sale of your information
- Most sharing of psychotherapy notes

In the case of fundraising:

- We may contact you for fundraising efforts, but you can tell us not to contact you again.

Our Uses and Disclosures

How do we typically use or share your health information?

We typically use or share your health information in the following ways.

Treat you

- We can use your health information and share it with other professionals who are treating you.

Example: A doctor treating you for an injury asks another doctor about your overall health condition.

Run our organization

- We can use and share your health information to run our practice, improve your care, and contact you when necessary.

Example: We use health information about you to manage your treatment and services.

Bill for your services

- We can use and share your health information to bill and get payment from health plans or other entities.

Example: We give information about you to your health insurance plan so it will pay for your services.

continued on next page

How else can we use or share your health information? We are allowed or required to share your information in other ways – usually in ways that contribute to the public good, such as public health and research. We have to meet many conditions in the law before we can share your information for these purposes. For more information see: www.hhs.gov/ocr/privacy/hipaa/understanding/consumers/index.html.

Help with public health and safety issues

- We can share health information about you for certain situations such as:
 - Preventing disease
 - Helping with product recalls
 - Reporting adverse reactions to medications
 - Reporting suspected abuse, neglect, or domestic violence
 - Preventing or reducing a serious threat to anyone’s health or safety
-

Do research

- We can use or share your information for health research.
-

Comply with the law

- We will share information about you if state or federal laws require it, including with the Department of Health and Human Services if it wants to see that we’re complying with federal privacy law.
-

Respond to organ and tissue donation requests

- We can share health information about you with organ procurement organizations.
-

Work with a medical examiner or funeral director

- We can share health information with a coroner, medical examiner, or funeral director when an individual dies.
-

Address workers’ compensation, law enforcement, and other government requests

- We can use or share health information about you:
 - For workers’ compensation claims
 - For law enforcement purposes or with a law enforcement official
 - With health oversight agencies for activities authorized by law
 - For special government functions such as military, national security, and presidential protective services
-

Respond to lawsuits and legal actions

- We can share health information about you in response to a court or administrative order, or in response to a subpoena.
-

Our Responsibilities

- We are required by law to maintain the privacy and security of your protected health information.
- We will let you know promptly if a breach occurs that may have compromised the privacy or security of your information.
- We must follow the duties and privacy practices described in this notice and give you a copy of it.
- We will not use or share your information other than as described here unless you tell us we can in writing. If you tell us we can, you may change your mind at any time. Let us know in writing if you change your mind.

For more information see: www.hhs.gov/ocr/privacy/hipaa/understanding/consumers/noticepp.html.

Changes to the Terms of this Notice

We can change the terms of this notice, and the changes will apply to all information we have about you. The new notice will be available upon request, in our office, and on our web site.

This Notice of Privacy Practices applies to the following organizations.

**Copia
de
la
oficina**

la piel de la cultura y el centro del pelo
Aviso de prácticas de privacidad

El Dr. Nikki D. Hill, MD (Oficial de Privacidad)
2256 Northlake Parkway Suite de 300A
Tucker, Georgia 30084
(404) 474-2301
www.socahcenter.com



Su información.
Sus derechos.
Nuestras responsabilidades.

Esta notificación describe cómo puede utilizarse y divulgarse su información médica, y cómo puede acceder usted a esta información. **Revisela con cuidado.**

Sus derechos

Usted cuenta con los siguientes derechos:

- Obtener una copia de su historial médico en papel o en formato electrónico.
- Corregir en papel o en formato electrónico su historial médico.
- Solicitar comunicación confidencial.
- Pedirnos que limitemos la información que compartimos.
- Recibir una lista de aquellos con quienes hemos compartido su información.
- Obtener una copia de esta notificación de privacidad.
- Elegir a alguien que actúe en su nombre.
- Presentar una queja si considera que se violaron sus derechos de privacidad.

► **Ver página 2** para mayor información sobre estos derechos y cómo ejercerlos.

Sus opciones

Tiene algunas opciones con respecto a la manera en que utilizamos y compartimos información cuando:

- Le contamos a su familia y amigos sobre su estado personal.
- Proporcionamos alivio en caso de una catástrofe.
- Lo incluimos en un directorio hospitalario.
- Proporcionamos atención médica mental.
- Comercializamos nuestros servicios y vendemos su información.
- Recaudamos fondos.

► **Ver página 3** para mayor información sobre estas opciones y cómo ejercerlas.

Nuestros usos y divulgaciones

Podemos utilizar y compartir su información cuando:

- Lo atendemos.
- Dirigimos nuestra organización.
- Facturamos por sus servicios.
- Ayudamos con asuntos de seguridad y salud pública.
- Realizamos investigaciones médicas.
- Cumplimos con la ley.
- Respondemos a las solicitudes de donación de órganos y tejidos.
- Trabajamos con un médico forense o director funerario.
- Tratamos la compensación de trabajadores, el cumplimiento de la ley y otras solicitudes gubernamentales.
- Respondemos a demandas y acciones legales.

► **Ver páginas 3 y 4** para mayor información sobre estos usos y divulgaciones.

Sus derechos

Cuando se trata de su información médica, usted tiene ciertos derechos.
Esta sección explica sus derechos y algunas de nuestras responsabilidades para ayudarlo.

Obtener una copia en formato electrónico o en papel de su historial médico

- Puede solicitar que le muestren o le entreguen una copia en formato electrónico o en papel de su historial médico y otra información médica que tengamos de usted. Pregúntenos cómo hacerlo.
- Le entregaremos una copia o un resumen de su información médica, generalmente dentro de 30 días de su solicitud. Podemos cobrar un cargo razonable en base al costo.

Solicitarnos que corrijamos su historial médico

- Puede solicitarnos que corrijamos la información médica sobre usted que piensa que es incorrecta o está incompleta. Pregúntenos cómo hacerlo.
- Podemos decir “no” a su solicitud, pero le daremos una razón por escrito dentro de 60 días.

Solicitar comunicaciones confidenciales

- Puede solicitarnos que nos comuniquemos con usted de una manera específica (por ejemplo, por teléfono particular o laboral) o que enviemos la correspondencia a una dirección diferente.
- Le diremos “sí” a todas las solicitudes razonables.

Solicitarnos que limitemos lo que utilizamos o compartimos

- Puede solicitarnos que no utilicemos ni compartamos determinada información médica para el tratamiento, pago o para nuestras operaciones. No estamos obligados a aceptar su solicitud, y podemos decir “no” si esto afectara su atención.
- Si paga por un servicio o artículo de atención médica por cuenta propia en su totalidad, puede solicitarnos que no compartamos esa información con el propósito de pago o nuestras operaciones con su aseguradora médica. Diremos “sí” a menos que una ley requiera que compartamos dicha información.

Recibir una lista de aquellos con quienes hemos compartido información

- Puede solicitar una lista (informe) de las veces que hemos compartido su información médica durante los seis años previos a la fecha de su solicitud, con quién la hemos compartido y por qué.
- Incluiremos todas las divulgaciones excepto aquellas sobre el tratamiento, pago y operaciones de atención médica, y otras divulgaciones determinadas (como cualquiera de las que usted nos haya solicitado hacer). Le proporcionaremos un informe gratis por año pero cobraremos un cargo razonable en base al costo si usted solicita otro dentro de los 12 meses.

Obtener una copia de esta notificación de privacidad

- Puede solicitar una copia en papel de esta notificación en cualquier momento, incluso si acordó recibir la notificación de forma electrónica. Le proporcionaremos una copia en papel de inmediato.

Elegir a alguien para que actúe en su nombre

- Si usted le ha otorgado a alguien la representación médica o si alguien es su tutor legal, aquella persona puede ejercer sus derechos y tomar decisiones sobre su información médica.
- Nos aseguraremos de que la persona tenga esta autoridad y pueda actuar en su nombre antes de tomar cualquier medida.

Presentar una queja si considera que se violaron sus derechos

- Si considera que hemos violado sus derechos, puede presentar una queja comunicándose con nosotros por medio de la información de la página 1.
- Puede presentar una queja en la Oficina de Derechos Civiles del Departamento de Salud y Servicios Humanos enviando una carta a: Department of Health and Human Services, 200 Independence Avenue, S.W., Washington, D.C. 20201, llamando al 1-800-368-1019 o visitando www.hhs.gov/ocr/privacy/hipaa/understanding/consumers/factsheets_spanish.html, los últimos dos disponibles en español.
- No tomaremos represalias en su contra por la presentación de una queja.

Sus opciones

Para determinada información médica, puede decirnos sus decisiones sobre qué compartimos. Si tiene una preferencia clara de cómo compartimos su información en las situaciones descritas debajo, comuníquese con nosotros. Díganos qué quiere que hagamos, y seguiremos sus instrucciones.

En estos casos, tiene tanto el derecho como la opción de pedirnos que:

- Compartamos información con su familia, amigos cercanos u otras personas involucradas en su atención.
- Compartamos información en una situación de alivio en caso de una catástrofe.
- Incluyamos su información en un directorio hospitalario.

Si no puede decirnos su preferencia, por ejemplo, si se encuentra inconsciente, podemos seguir adelante y compartir su información si creemos que es para beneficio propio. También podemos compartir su información cuando sea necesario para reducir una amenaza grave e inminente a la salud o seguridad.

En estos casos, nunca compartiremos su información a menos que nos entregue un permiso por escrito:

- Propósitos de mercadeo.
- Venta de su información.
- La mayoría de los casos en que se comparten notas de psicoterapia.

En el caso de recaudación de fondos:

- Podemos comunicarnos con usted por temas de recaudación, pero puede pedirnos que no lo volvamos a contactar.

Nuestros usos y divulgaciones

Por lo general, ¿cómo utilizamos o compartimos su información médica? Por lo general, utilizamos o compartimos su información médica de las siguientes maneras.

Tratamiento

- Podemos utilizar su información médica y compartirla con otros profesionales que lo estén tratando.

Ejemplo: Un médico que lo está tratando por una lesión le consulta a otro doctor sobre su estado de salud general.

Dirigir nuestra organización

- Podemos utilizar y divulgar su información para llevar a cabo nuestra práctica, mejorar su atención y comunicarnos con usted cuando sea necesario.

Ejemplo: Utilizamos información médica sobre usted para administrar su tratamiento y servicios.

Facturar por sus servicios

- Podemos utilizar y compartir su información para facturar y obtener el pago de los planes de salud y otras entidades.

Ejemplo: Entregamos información acerca de usted a su plan de seguro médico para que éste pague por sus servicios.

continúa en la próxima página

¿De qué otra manera podemos utilizar o compartir su información médica? Se nos permite o exige compartir su información de otras maneras (por lo general, de maneras que contribuyan al bien público, como la salud pública e investigaciones médicas). Tenemos que reunir muchas condiciones legales antes de poder compartir su información con dichos propósitos. Para más información, visite: www.hhs.gov/ocr/privacy/hipaa/understanding/consumers/factsheets_spanish.html, disponible en español.

Ayudar con asuntos de salud pública y seguridad

- Podemos compartir su información médica en determinadas situaciones, como:
 - Prevención de enfermedades.
 - Ayuda con el retiro de productos del mercado.
 - Informe de reacciones adversas a los medicamentos.
 - Informe de sospecha de abuso, negligencia o violencia doméstica.
 - Prevención o reducción de amenaza grave hacia la salud o seguridad de alguien.

Realizar investigaciones médicas

- Podemos utilizar o compartir su información para investigación de salud.

Cumplir con la ley

- Podemos compartir su información si las leyes federales o estatales lo requieren, incluyendo compartir la información con el Departamento de Salud y Servicios Humanos si éste quiere comprobar que cumplimos con la Ley de Privacidad Federal.

Responder a las solicitudes de donación de órganos y tejidos

- Podemos compartir su información médica con las organizaciones de procuración de órganos.

Trabajar con un médico forense o director funerario

- Podemos compartir información médica con un oficial de investigación forense, médico forense o director funerario cuando un individuo fallece.

Tratar la compensación de trabajadores, el cumplimiento de la ley y otras solicitudes gubernamentales

- Podemos utilizar o compartir su información médica:
 - En reclamos de compensación de trabajadores.
 - A los fines de cumplir con la ley o con un personal de las fuerzas de seguridad.
 - Con agencias de supervisión sanitaria para las actividades autorizadas por ley.
 - En el caso de funciones gubernamentales especiales, como los servicios de protección presidencial, seguridad nacional y servicios militares.

Responder a demandas y acciones legales

- Podemos compartir su información médica en respuesta a una orden administrativa o de un tribunal o en respuesta a una citación.

No creamos o mantenemos las notas de psicoterapia en esta práctica.

Nunca compartiremos todos los registros de tratamiento de abuso de sustancias sin su permiso por escrito.

Proporcionamos a los pacientes acceso a su información de salud en el Portal de la fusión del paciente.

Nuestras responsabilidades

- Estamos obligados por ley a mantener la privacidad y seguridad de su información médica protegida.
- Le haremos saber de inmediato si ocurre un incumplimiento que pueda haber comprometido la privacidad o seguridad de su información.
- Debemos seguir los deberes y prácticas de privacidad descritas en esta notificación y entregarle una copia de la misma.
- No utilizaremos ni compartiremos su información de otra manera distinta a la aquí descrita, a menos que usted nos diga por escrito que podemos hacerlo. Si nos dice que podemos, puede cambiar de parecer en cualquier momento. Háganos saber por escrito si usted cambia de parecer.

Para mayor información, visite: www.hhs.gov/ocr/privacy/hipaa/understanding/consumers/factsheets_spanish.html, disponible en español.

Cambios a los términos de esta notificación

Podemos modificar los términos de esta notificación, y los cambios se aplicarán a toda la información que tenemos sobre usted. La nueva notificación estará disponible según se solicite, en nuestra oficina, y en nuestro sitio web.

27 de de septiembre de, el año 2016

Esta Notificación de Prácticas de Privacidad se aplica a las siguientes organizaciones.

El Dr. Nikki D. Hill, MD (Privacy Official) - (404) 474-2301

NOTICE OF FINANCIAL RESPONSIBILITIES

Financial Policy

Thank you for choosing Skin of Culture and Hair Center. Our goal is to provide you with the highest quality care possible. We find that communication with our patients regarding our financial policy assists us in providing the best service to you. Therefore, we take this opportunity to answer some of the most commonly asked questions. A copy will be provided to you upon request.

Payment Methods

Payment is expected at the time services are rendered. We accept a variety of payment methods including cash, debit, or credit card (Visa, MasterCard, American Express, PayPal, and Discover), Prosper Health, and CareCredit. Credit card payments are also accepted via telephone and online payments. Call our office where you can set up a recurring payment plan if you desire that option.

Insurance Information

We must emphasize that your health is our primary concern, regardless of your insurance. Because your insurance policy is a contract between you and your insurance company, please check with your insurance carrier to determine any pre-existing limitation or other benefit restrictions that you may have PRIOR to your appointment. We will file your insurance as a courtesy and assist you in any way we reasonably can to help get your claims paid. Your insurance company may need you to supply certain information directly. It is your responsibility to comply with their request. Please be aware that the balance of your claim is your responsibility whether or not your insurance Company pays your claim. Most insurance companies do not cover 100% of services and there is a portion that is your responsibility.

There are several patient responsibility components that may apply to an insurance payment:

- **Co-pay - A set dollar amount per office visit that is the patient's responsibility.**
- **Co-insurance - a percentage of the charge that is the patient's responsibility.**
- **Deductible - A set annual amount that the patient is responsible for paying prior to his or her co-pay or co-insurance is valid and their insurance begins making a payments.**

Because of the contract you have with your insurance company, we are obligated to collect payment from you for your portion of the balance. All co-payments, co-insurance, and deductibles must be paid at the time of service. (Note: If your co-insurance and/or deductibles is high, for your convenience, we can set up an automatic payment (aka recurring) plan, with an

estimated 35% deposit until the balance is paid off.) This arrangement is part of your contract with your insurance company. To bill your insurance accurately and in a timely manner, we will need assistance from you. We ask that you provide our office with accurate demographic information (address, phone number, e-mail etc.) and proof of insurance. **All patients will be required to show proof of insurance and a Government issued Photo ID.**

Insurance Changes

If there are any changes in your insurance, you are required to provide that information to our office. If you fail to provide us with the correct insurance information in a timely manner, you may be responsible for the resulting balance.

Managed Care: All Managed Care (i.e. HMO, PPO, POS)

Co-payment, co-insurance, and deductible amounts are due at the time of check-in. If your insurance plan requires a referral authorization from a primary care physician you are responsible for obtaining approval from your PCP prior to treatment. If you request an office visit or procedure without a referral authorization, your insurance plan may deem this as non-covered treatment and you will be responsible for the charges.

Medicare

We currently do not accept assignment with Medicare. You are responsible for 100% of the fees. All co-payments, coinsurances, or deductibles are due and payable at the time of service.

Secondary & Tertiary Plans

We will bill your secondary and, if applicable, tertiary insurance as a courtesy. If you have supplemental insurance to cover the portion of the charges that Medicare or your primary insurance carrier does not pay, please provide us with a copy of this insurance card. Medicare and secondary carriers do not cover some procedures and supplies. Please make certain you understand which aspects of your treatment are covered before proceeding.

Prior Authorization

Please remember that it is up to you to understand the requirements of your individual insurance plan and know whether prior authorization from your insurance company is required.

Non-covered Services

Any care not paid for by your existing insurance coverage will require payment in full at the time services are provided or upon notice of insurance claim denial.

Cash Patients

Cash patients are accepted at an already-discounted cash pay rate. All uninsured patients will be required to pay in full at time of treatment.

Nonpayment

Please be aware that patient accounts over 90 (ninety) days without satisfactory payment will be turned over to a collection agency and patients will face possible termination from the practice.

Missed Appointments/ Late Arrivals

In an effort to provide our patients with quality, efficient care, it is necessary for you to attend appointments as scheduled. Compliance with your prescribed plan of care is critical for success in your healthcare. If you are unable to keep a scheduled appointment, please cancel or reschedule your appointment at least 24 business hours in advance to avoid a service charge. Confirmation calls, emails, or text reminders are considered a courtesy. We are not responsible for voicemails that are full and phone numbers that are disconnected. To protect the practice, we must charge a "no show" fee of **\$50** for appointment and **\$100** for procedure missed, cancelled, or rescheduled without a 24 hour notice. In the case of cash patients, paid deposits of \$50 for new patient appointment or \$100 for new procedure will not be refunded if missed, cancelled, or rescheduled without 24 hour notice. Patients who habitually fail to keep scheduled appointments and do not give a 24 hour cancellation notice may face treatment termination. Any patient later than 20 minutes past his or her original appointment time may be asked to reschedule as that appointment has been missed.

Medical Records

Medical records requests will be processed upon receipt of a signed medical release form. Please be aware that billing records are a part of your medical record and will also require this form. We can mail it or fax it.

Account Billing Questions and Refunds

Questions or concerns regarding your account or insurance claim should be directed to our billing office staff. If you feel an error has been made in your statement or if you have any questions or concerns please contact our medical biller at (404)474.2301.

Please sign the attached acknowledgement that you have received a copy of our Notice of Financial Responsibilities, effective immediately. And also by signing below you agree to any future phone/recurring payments and/or payment plan set-up to our mutual satisfaction, according to the card issuer agreement (Merchant agreement if credit voucher).