

If you believe that your privacy rights have been violated, you should call the matter to our attention by sending a letter outlining your concerns to the privacy officer listed below.

**Contact person:** Privacy officer @ Underwood Optical, Inc. PO Box 959 Cortez, CO 81321 or by email...[underwoodoptical@gmail.com](mailto:underwoodoptical@gmail.com)

## USES AND DISCLOSURES

**Treatment:** Your health information may be used by staff members or disclosed to other health care professionals for the purpose of evaluating your health, diagnosing medical conditions, and providing treatment. For example, any tests and procedures will be available in your medical record to all health professionals who may provide treatment or who may be consulted by staff members.

**Payment:** Your health information may be used to seek payment from your health plan, from other sources of coverage such as an automobile insurer, or from credit card companies that you may use to pay for services. For example, your health plan may request and receive information on dates of service, the services provided, and the medical condition being treated.

**Health Care Operations:** Your health information may be used as necessary to support the day-to-day activities and management of R. Duke Underwood, O.D., Kiley Berry, O.D. and Underwood Optical, Inc. For example, information on the services you received may be used to support budgeting and financial reporting, and activities to evaluate and promote quality services.

**Public Health Reporting:** Your health information may be disclosed to public health agencies as required by law. For example, we are required to report certain communicable diseases to the state's public health department.

**Public Health Information:** The new HIPAA standards, on federally protected health information (PHI) will be sold or used for marketing without authorization from the individual patient.

**Other uses and disclosures require your authorization:** Disclosure of your health information or its use for any purpose other than those listed above requires your specific written authorization. If you change your mind after authorizing a use or disclosure of your information, you may submit a written revocation of the authorization. However, your decision to revoke the authorization will not affect or undo any use or disclosure of information that occurred before you notified us of your decision to revoke your authorization.

**Additional uses of information:** Appointment reminders. Your health information will be used by our staff to send you appointment reminders; Information about treatments. Your health information may be used to send you information that you may find interesting on the treatment and management of your medical condition.

We may also send you information describing other health-related products and services that we believe may interest you.

**Individual Rights:** You have certain rights under the federal privacy standards.

- The right to request restrictions on the use and disclosure of your protected health information.
- The right to receive confidential communications concerning your medical condition and treatment.
- The right to inspect and copy your protected health information.
- The right to amend or submit corrections to your protected health information.
- The right to receive an accounting of how and to whom your protected health information has been disclosed.
- The right to receive a printed copy of this notice.
- A patient may now request a practice to withhold disclosure of PHI related to a particular service to a health plan, if the patient has paid for services out-of-pocket.

**R. Duke Underwood, OD, Kiley Berry, OD and Underwood Optical, Inc.**

We are required by law to maintain the privacy of your protected health information and to provide you with this notice of privacy practices. We also are required to abide by the privacy policies and practices that are outlined in this notice.

**Right to revise privacy practices:** As permitted by law, we reserve the right to amend or modify our privacy policies and practices. These changes in our policies and practices may be required by changes in federal and state laws and regulations. Upon request, we will provide you with the most recently revised notice on any office visit. The revised policies and practices will be applied to all protected health information we maintain.

**Requests to inspect protected health information:** You may generally inspect or copy the protected health information that we maintain. As permitted by federal regulation, we require that requests be submitted in writing. You may obtain a form to request access to your records by contacting the privacy officer. Your request will be reviewed and will generally be approved unless there are legal or medical reasons to deny the request.

**Complaints:** If you would like to submit a comment or complaint about our privacy practices you can do so by sending a letter outlining your concerns to the privacy officer listed below.



R. DUKE UNDERWOOD, O.D.  
HA THI HUYNH, O.D.

## NOTICE OF PRIVACY PRACTICES

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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.

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R. DUKE UNDERWOOD, O.D.  
HA THI HUYNH, O.D.  
&  
UNDERWOOD OPTICAL, INC.

UNDERWOOD OPTICAL, INC.

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Contact Person: Privacy Officer

Effective and revised date  
August 1, 2013