

JOINT NOTICE OF PRIVACY PRACTICES

FIXLER DERMATOLOGY, INC.

Effective April 14, 2003

THIS NOTICE DESCRIBES HOW MEDICAL INFORMATION MAY BE USED AND DISCLOSED AND HOW YOU CAN GET ACCESS TO THIS INFORMATION. PLEASE REVIEW IT CAREFULLY.

Introduction

This Joint Notice of Privacy Practices ("Notice") is from and on behalf of those entities and persons that make up *FIXLER DERMATOLOGY, INC.* Such entities and persons include *FIXLER DERMATOLOGY, INC.* and its workforce. Each entity and person making up *FIXLER DERMATOLOGY, INC.* is committed to protecting your privacy, confidentiality and other rights under the law, including:

- Keeping your health information private and confidential as required under the law.
- Distributing this Notice to you.
- Following and abiding by the terms of this Notice, as currently in effect, with respect to health information used and/or disclosed by that entity or person.

It is also for that reason that *FIXLER DERMATOLOGY, INC.* is committed to complying with specific federal regulations on patient health information privacy, confidentiality and other rights. These federal regulations are formally known as the Privacy Standards and Implementation Specifications of the Health Insurance Portability and Accountability Act ("HIPAA"). They are referred to in this Notice as the "HIPAA Privacy Rules". *FIXLER DERMATOLOGY, INC.* generally will be subject to the HIPAA Privacy Rules whenever it deals with patient individually identifiable health information, known as "Protected Health Information". Under the HIPAA Privacy Rules, *FIXLER DERMATOLOGY, INC.* generally may treat the duly authorized and legal personal representative of the patient, as if such person were the patient. Therefore, for purposes of this Notice, the terms "you" or "your" generally would be understood to include not only the patient, but also the patient's personal representative under the law.

Changes To This Notice

FIXLER DERMATOLOGY, INC. reserves the right to change the terms of this Notice and policies relating to it at any time, as permitted by the HIPAA Privacy Rules. It reserves the right to apply such changes to health information it already holds, as well as new information after the change occurs. Before *FIXLER DERMATOLOGY, INC.* makes a significant change in its Notice, it shall act in good faith to distribute any revised Notice to its patients. You may receive a copy of the Notice, as currently in effect, at any time by requesting it from *FIXLER DERMATOLOGY, INC.*'s Privacy Officer, whose name and contact information is listed below.

Using/Disclosing Protected Health Information

- *FIXLER DERMATOLOGY, INC.* may use and disclose Protected Health Information about you for treatment (such as providing skilled, therapy, pharmacy-related and other services to you); payment (such as seeking reimbursement for skilled, therapy and other services rendered to you); and for health care operation (such as carrying out quality assurance efforts and other matters that are necessary for *FIXLER DERMATOLOGY, INC.* to carry out its traditional health care functions).
- We may use or disclose Protected Health Information about you without your prior authorization under certain instances. Such instances may include: public health purposes, abuse or neglect reporting, health oversight audit and inspection, workers' compensation, organ donation, and emergency-related purposes, as permitted by the HIPAA Privacy Rules. We also disclose health information when required by law, as in response to a request from law enforcement in specific circumstances, or in response to valid judicial or administrative orders. The HIPAA Privacy Rules further describe certain circumstances when we may be able to use or disclose patient health information for certain marketing purposes.
- Upon providing you with the opportunity to agree or object to the disclosure, we also may disclose health information about you in order to maintain our facility directory; to inform a family member who is involved in your care or to notify disaster relief authorities to alert family members of your location and condition.
- We reserve the right to use or disclose Protected Health Information to schedule appointments; for appointment reminders; to explain alternative treatments to you and/or to inform you of any other health related benefits that may be of interest to you.
- In addition to complying with the HIPAA Privacy Rules when using or disclosing Protected Health Information, *FIXLER DERMATOLOGY, INC.* is committed to abiding by those other applicable Federal and State laws that are not otherwise invalidated by the HIPAA Privacy Rules.