



Your Privacy Matters

In compliance with the Health Insurance Portability and Accountability Act (HIPAA), Authentic Medical Aesthetics & Wellness is providing you important information about how your medical and personal information may be used and about how you can access this information. Please review the Notice of Privacy Practices carefully. If you have any questions, please call Authentic Medical Aesthetics & Wellness at (865) 980-8029.

Notice of Privacy Practices Effective: 02/13/2023

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

- A. Our Commitment to Your Privacy.** We understand the importance of keeping your personal and health information secure and private. We are required by law to provide you with this notice. This notice informs you of your rights about the privacy of your personal information and how we may use and share your personal information. We will make sure that your personal information is only used and shared in the manner described. We may, at times, update this notice. Changes to this notice will apply to the information that we already have about you as well as any information that we may receive or create in the future. Our current notice is posted at www.authenticmedicalaesthetics.com. You may request a copy at any time. Throughout this notice, examples are provided.
- B. What Types of Personal Information Do We Collect?** To best service you, we need information about you. This information may come from you, health care providers, or payors. Examples include your name, address, phone number, date of birth, or medical history. We also receive information from healthcare providers and others about you. Examples include the health care services you receive. This information may be in the form of health care claims and encounters, medical information, or a service request. We may receive your information in writing, by telephone, or electronically.
- C. How Do We Protect the Privacy of Your Personal Information?** Keeping your information safe is one of our most important duties. We limit access to your personal information to those who need it. We maintain appropriate safeguards to protect it. For example, we protect access to our buildings and computer systems. Our Privacy Officer also assures the training of our staff on our privacy and security policies.
- D. How Do We Use and Share Your Information for Treatment and Payment?** To properly service you, we may use and share your personal information for “treatment,” and “payment.” Below we provide examples of each. We may limit the amount of information we share about you as required by law. For example, HIV/AIDS, substance abuse, and genetic information may be further protected by law. Our privacy policies will always reflect the most protective laws that apply.

- a. Treatment: We may use and share your personal information with health care providers for coordination and management of your care. Providers include physicians, hospitals, and other caregivers who provide services to you.
- b. Payment: We may use and share your personal information to coordinate care. For example, we may use information from your health care provider regarding scheduled treatments. We may also use and share your personal information to obtain payment from others that may be responsible for such costs.

We may also share your personal information with other providers for their treatment, payment, and certain health care operation purposes. For example, we may share language data with healthcare practitioners and providers to inform them about your communication needs.

E. What Other Ways Do We Use or Share Your Information? We may also use or share your personal information for the following:

- a. Medical home / accountable care organizations: We may work with your primary care physician, hospitals and other health care providers to help coordinate your treatment and care. Your information may be shared with your health care providers to assist in a team-based approach to your health.
- b. Health care oversight and law enforcement: To comply with federal or state oversight agencies. These may include, but are not limited to, your state department of insurance or the U.S. Department of Labor.
- c. Legal proceedings: To comply with a court order or other lawful process.
- d. Treatment options: To inform you about treatment options or health-related benefits or services.
- e. Research: To researchers so long as all procedures required by law have been taken to protect the privacy of the data.
- f. Others involved in your health care: We may share certain personal information with a relative, such as your spouse, close personal friend, or others you have identified as being involved in your care or payment for that care.
- g. Personal representatives: We may share personal information with those having a relationship that gives them the right to act on your behalf. Examples include parents of an unemancipated minor.

F. What About Other Sharing of Information? We will obtain your written permission to use or share your health information for reasons not identified by this notice and not otherwise permitted or required by law. For example, we will not share your psychotherapy notes, use or share your health information for marketing purposes or sell your health information unless you give written permission or applicable law permits the use or disclosure. If you withdraw your permission, we will no longer use or share your health information for those reasons.

G. Rights Established by Law

- a. Requesting restrictions: You can request a restriction on the use or sharing of your health information for treatment, payment, or health care operations. However, we may not agree to a requested restriction.

- b. Confidential communications: You can request that we communicate with you about your health and related issues in a certain way, or at a certain location. For example, you may ask that we contact you by mail, rather than by telephone, or at work, rather than at home. We will accommodate reasonable requests.
- c. Access and copies: You can inspect and obtain a copy of certain health information. We may charge a fee for the costs of copying, mailing, labor, and supplies related to your request. We may deny your request to inspect or copy in some situations. In some cases denials allow for a review of our decision. We will notify you of any costs pertaining to these requests, and you may withdraw your request before you incur any costs. You may also request your health information in an alternative format.
- d. Amendment: You may ask us to amend your health information if you believe it is incorrect or incomplete. You must provide us with a reason that supports your request. We may deny your request if the information is accurate, or as otherwise allowed by law. You may send a statement of disagreement.
- e. Accounting of disclosures: You may request a report of certain times we have shared your information. Examples include sharing your information in response to court orders or with government agencies that license us. All requests for an accounting of disclosures must state a time period that may not include a date earlier than six years prior to the date of the request and may not include dates before February 13, 2023. We will notify you of any costs pertaining to these requests, and you may withdraw your request before you incur any costs.
- f. Breach notification: You have a right to receive notice from us if there is a breach of your unsecured health information.

H. To Receive More Information or File a Complaint: Please contact Morgan Broyles, Practice Manager at Authentic Medical Aesthetics & Wellness (865) 980-8029 to find out how to exercise any of your rights listed in this notice, if you have any questions about this notice, or to receive a copy in an alternative format or a translated version. If you believe we have not followed the terms of this notice, you may file a complaint with Authentic Medical Aesthetics & Wellness.