

Notice of Privacy Practices

Our practice, Pisker Chiropractic Center is committed to maintaining the privacy of your Protected Health Information known as PHI, which is information about you, including demographic information that may identify you and that relates to your past, present, or future physical or mental health or condition and the care and treatment you receive from our practice. In addition, the Notice describes your rights to access and control your PHI. This Notice describes how medical information about you may be used and disclosed and how you can obtain access to this information.

Please read this Notice carefully and if you should have any questions or concerns about this Privacy Notice please do not hesitate to contact our Privacy Officer, Dr. Stephen A. Pisker, 2003 Kings Highway & Center Square Road, Swedesboro, NJ 08085.

This office is required by law to abide by the terms of this Notice of Privacy Practices as well as abiding by any other applicable state laws that may govern privacy practices and/or the scope of the practice of Chiropractic. Our office may change and/or modify the terms of this Notice at any time and the new Notice will be effective for all PHI that we obtain at that time. Our office and/or doctors will provide you with a copy of our Notice, no later than the date of your first service delivery. We will also keep you notified of any changes to our Notice of Privacy Practices and if requested by you our office will provide you with an updated copy of same.

Uses and Disclosures of PHI:

Our office may use and disclose of your PHI for healthcare delivery purposes, which is known as treatment, payments, and healthcare operations TPO. Your PHI may be used and disclosed by your doctor, our office staff and others outside of our office that are involved in your care and treatment for the purpose of providing healthcare services to you. Your PHI may also be used and disclosed to pay your healthcare bills and to support the operation of the doctor's practice. It should be noted that even though our list of uses and disclosures of your PHI is fairly comprehensive; it is difficult to take into account each and every single possibility of how your PHI may be used or disclosed. We can assure you that your doctor and his office staff will do everything possible to maintain the confidentiality of your PHI. Listed below are some of the more common types of uses and disclosures of your PHI that our office is allowed to make without your consent and/or authorization. Any other uses and/or disclosures other than those listed below will only be made with your written authorization.

Treatment - Your PHI may be used and disclosed for the coordination or management of your healthcare and related services among healthcare providers or by a healthcare provider with a third party, consultation between healthcare providers regarding you or the referral of you from one healthcare provider to another.

Payment - Your PHI may be used and disclosed for payment which encompasses the various activities of healthcare providers to obtain payment or be reimbursed for their services and of a health plan to obtain payment or be reimbursed for their services and of a health plan to obtain premiums to fulfill their coverage responsibilities and provide benefits under the plan and to obtain reimbursement for the provision of healthcare.

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Healthcare Operations - Your PHI may be used and disclosed for healthcare operations for certain administrative, financial, legal and quality improvement activities that are necessary to run its business and to support the core functions of treatment and payment.

Emergency Situations - Our office and/or doctors may use or disclose your PHI in an emergency treatment situation. If an emergency situation happens to arise we are not required to obtain a written acknowledgement from you of our Notice of Privacy Practice until after the emergency situation has ended.

Minimum Necessary Standard - Our office and/or staff will make reasonable efforts to limit the use and disclosure of and requests for your PHI to the minimum necessary to accomplish the intended purpose.

Employee Limitations - Your doctor will also limit the use and disclosure of your PHI to members of his or her workforce to those who may need access to your PHI for treatment, payment and healthcare operations.

Public Health Purposes and Activities - Your PHI may be disclosed to public health authorities who are legally authorized to receive such reports for the purpose of preventing or controlling disease, injury or disability which would include reporting of disease or injury, reporting vital events like births or deaths and conducting public health surveillance, investigations or interventions. In addition, your PHI may be disclosed for public health activities like child abuse or neglect, quality, safety or effectiveness of a product or activity regulated by the FDA and persons at risk of contracting or spreading disease as well as workplace medical surveillance. Again, this information will be limited to the minimum amount necessary to accomplish the public health purpose.

Business Associate Contract - A business associate is a person or entity that performs certain functions or activities that involve the use or disclosure of PHI on behalf of, or provides services to, a covered entity, i.e. healthcare provider, healthcare plan or clearinghouse. Your PHI may be used or disclosed to a business associate provided we obtain satisfactory assurances for the business associate that the business associate will safeguard your PHI it receives or creates from any misuse and will use the information only for the purposes for which it was engaged to do and not for the business associates independent use or purposes, except as needed for proper management and administration of the business associate.

Worker's Compensation - Due to the variability among State laws the privacy rule permits disclosure of your PHI for purposes as authorized by and to the extent necessary to comply with Worker's Compensation laws without your authorization and no minimum necessary determination is required.

Marketing Purposes - Your PHI may be used and disclosed for marketing purposes if it is in the form of a face-to-face communication or a communication involving a promotional gift or nominal value by the covered entity, i.e. healthcare provider, healthcare plan or clearinghouse. Marketing is defined as making a communication about a product or service. This type of marketing has certain exceptions, which do not require authorization for the use and disclosure of your PHI and are listed as follows:

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1. A communication is not marketing if it is made to describe a health-related product or service that is provided by or included in a plan or benefits of the covered entity making the communication.
2. A communication is not marketing if it is made for treatment of the individual.
3. A communication is not marketing if it is made for case management or care coordination for an individual or to direct or recommend alternative treatments, therapies, healthcare providers or settings of care to the individual. Note besides for the above exceptions any other form of marketing would require your authorization to use and disclose your PHI.

Personal Representative - Your PHI may be used and disclosed, under State law, to a person who is authorized to act on your behalf in making your healthcare related decisions.

Legal Proceedings - Your PHI may be disclosed if requested by any judicial or administrative proceedings, court order, a subpoena, law enforcement purposes, etc.

Miscellaneous uses and disclosures of PHI:

1. We may use a sign-in sheet at our front desk so our staff can easily see who is seeking care.
2. We are allowed to use your name in the waiting room when your doctor is ready to see you or for any of the staff to greet you or say good-bye to you.
3. We may use and disclose your PHI to contact you to remind you of your appointment, or for the need to remind you to make a new appointment. We may leave our name on your answering machine or with whoever answers your phone.
4. We are also allowed to use and disclose your name and address to send you a newsletter about our office, practice and services. In addition, we may send you information about products or services that we feel may benefit you.

Office Exposure - Your PHI may be displayed in the way of mentioning your name on a day board, welcome board, congratulations board or a thank you board in our office.