

# DERMATOLOGY SPECIALIST OF NAPLES

Patient Information as of \_\_\_\_\_ (enter today's date)  
(Please Print Legibly & Fill In or Correct All Fields)

## Patient's Name

\_\_\_\_\_ First

\_\_\_\_\_ Middle

\_\_\_\_\_ Last

## Address

\_\_\_\_\_ Street & Apt #

\_\_\_\_\_ City

\_\_\_\_\_ State

\_\_\_\_\_ Zip

Home Phone \_\_\_\_\_

Cell Phone \_\_\_\_\_

Other Phone \_\_\_\_\_

Any restrictions for contacting you?  No  Yes

E-mail \_\_\_\_\_

Contact Restrictions: \_\_\_\_\_

Age \_\_\_\_\_

Birthdate \_\_\_\_\_

SS# \_\_\_\_\_

Gender  Female  Male

Marital Status  Single

Married to: \_\_\_\_\_

Other: \_\_\_\_\_

## Patient's Employer

## Occupation

Work Phone \_\_\_\_\_

Ext: \_\_\_\_\_

Is it okay to call you at work?  Yes  No

## Address

\_\_\_\_\_ Street & Suite #

\_\_\_\_\_ City

\_\_\_\_\_ State

\_\_\_\_\_ Zip

## Pharmacy & Location

## Northern Address & Phone Number

\_\_\_\_\_  
\_\_\_\_\_

## Emergency Contact

## Relationship

Home Phone \_\_\_\_\_

Work Phone \_\_\_\_\_

Cell Phone \_\_\_\_\_

## Primary Health Insurance Company

Policy # \_\_\_\_\_

Group # \_\_\_\_\_

Ins. Phone \_\_\_\_\_

Referral Required?  No  Yes

Copay?  No  Yes, \$ \_\_\_\_\_

Insured: Name \_\_\_\_\_

DOB \_\_\_\_\_

Employer \_\_\_\_\_

## Secondary Health Insurance Company

Policy # \_\_\_\_\_

Group # \_\_\_\_\_

Ins. Phone \_\_\_\_\_

Referral Required?  No  Yes

Copay?  No  Yes, \$ \_\_\_\_\_

Insured: Name \_\_\_\_\_

DOB \_\_\_\_\_

Employer \_\_\_\_\_

I understand that office visit charges are payable on the day service is rendered. I authorize Cynthia Strohmeyer, M.D. to bill my insurance company for medically necessary services. Regardless of insurance coverage, I am responsible for all bills being paid in a timely manner. I understand that my contract is between Dr. Strohmeyer and myself.

Signature \_\_\_\_\_

Date \_\_\_\_\_

# DERMATOLOGY

SPECIALISTS OF NAPLES

A parent or guardian for both legal and financial reasons **MUST** accompany the child or the physician will be unable to see the minor patient without prior arrangements. This parent or guardian will be responsible for payment of the bill at the time of service. The parent or guardian who accompanies the child at the first appointment is responsible for payment of the bill at the time of service.

*We cannot be bound by any divorce or other family relationship contracts.*

## MINOR PATIENT INFORMATION

Name: \_\_\_\_\_ Home Phone: \_\_\_\_\_  
First MI Last Cell Phone: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Date of Birth: \_\_\_\_\_ Age: \_\_\_\_\_ Sex: \_\_\_\_\_ SS#: \_\_\_\_\_

Name of Family Physician: \_\_\_\_\_

Should we be unable to reach you at your regular phone number, please provide an ALTERNATE telephone number.  
Phone number: \_\_\_\_\_ May we discuss your medical information when calling this number? Y / N

## RESPONSIBLE PARTY INFORMATION

Name: \_\_\_\_\_ Home Phone: \_\_\_\_\_  
First MI Last

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Date of Birth: \_\_\_\_\_ Age: \_\_\_\_\_ Sex: \_\_\_\_\_ SS#: \_\_\_\_\_

Employed: \_\_\_\_\_ Y \_\_\_\_\_ N Full / Part-Time Work Phone: \_\_\_\_\_

Employer: \_\_\_\_\_ Occupation: \_\_\_\_\_

Married: \_\_\_\_\_ Y \_\_\_\_\_ N Name of Spouse: \_\_\_\_\_ Occupation: \_\_\_\_\_

## PLEASE PRESENT INSURANCE CARD

In order to establish optimal relations with our patients and avoid misunderstanding and confusion regarding our payment policies, our staff is trained to consistently inform you of the financial payment policies of this office.

**PAYMENT IS REQUIRED FOR ALL SERVICES AT THE TIME THAT THEY ARE RENDERED.** We will accept payment in the form of CASH, CHECK OR CREDIT CARD. We accept Visa, MasterCard and Discover Card.

I authorized the release of medical information necessary to process an insurance claim and also authorized payment (when applicable) of medical benefits to the physician.

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

RELATIONSHIP TO PATIENT \_\_\_\_\_ Parent \_\_\_\_\_ Guardian \_\_\_\_\_ Other

**PLEASE READ THE ATTACHED "FINANCIAL POLICY" DISCLOSURE CAREFULLY.** It will explain our policy with insurance companies that we have contracts with or that we participate with.

*I accept full responsibility for payment in full for services provided to the above minor.*

Signature: \_\_\_\_\_ DATE: \_\_\_\_\_

Printed Name: \_\_\_\_\_

**DERMATOLOGY SPECIALIST OF NAPLES**

**(239)261-2255**

Healthcare Information as of \_\_\_\_\_ (enter today's date)

Confidential Record: Information contained here will not be released unless you have authorized us to do so. Please answer all questions to the best of your knowledge.

Name: \_\_\_\_\_ Reason for visit: \_\_\_\_\_

Age \_\_\_\_\_ Height: \_\_\_\_\_ Feet \_\_\_\_\_ Inches Weight: \_\_\_\_\_

Current Physician(s) \_\_\_\_\_

**LIST ALL SURGERIES: (including cosmetic and the date of occurrence):**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Do you have or have you had any of the following: (Circle for each)**

Aids/HIV	No Yes	Gastrointestinal Problems	No Yes	Musculoskeletal Problems	No Yes
Arthritis	No Yes	Goiter/Thyroid	No Yes	Stroke/Neurologic Problems	No Yes
Asthma	No Yes	Hepatitis	No Yes	Psychological/Psychiatric Problems	No Yes
Autoimmune Disorders	No Yes	Heart Disease	No Yes	Skin Cancer	No Yes
Bleeding Disorders	No Yes	High Blood Pressure	No Yes	Skin Problems	No Yes
Cancer	No Yes	High Cholesterol	No Yes	Recent Dental visit	No Yes
Diabetes	No Yes	Kidney Problems	No Yes	Other _____	
Fever Blisters	No Yes	Lung Problems	No Yes	_____	

Do you smoke? No Yes If yes, how much? \_\_\_\_\_ pack(s)/day How long? \_\_\_\_\_ Years

Do you drink alcohol? No Yes If yes, how much? \_\_\_\_\_ How often? \_\_\_\_\_

Do you use recreational drugs? No Yes If yes, describe \_\_\_\_\_

Do you have bleeding or bruising problems? No Yes If yes, describe \_\_\_\_\_

Do you have problems with scarring? No Yes If yes, describe \_\_\_\_\_

Any family history of skin cancer /melanoma/ atypical moles/ skin problems? No Yes If yes, describe \_\_\_\_\_

**LIST ALL MEDICATIONS (including prescription and over-the-counter supplements):**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**LIST ALL DRUG AND/OR LATEX ALLERGIES:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

The above information is accurate and complete to the best of my knowledge.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# Cosmetic Questionnaire

Name: \_\_\_\_\_ Date: \_\_\_\_\_

**1. Please list areas of concern/treatment desired:**

\_\_\_\_\_

**2. Have you ever used/done any of the following: (check all that apply)**

**Facial surgery:** \_\_\_ Facelift \_\_\_ eyelids \_\_\_ neck lift \_\_\_ brow lift \_\_\_ nose surgery

**Injectables:** \_\_\_ Botox \_\_\_ Dysport \_\_\_ Xeomin

**Fillers:** \_\_\_ No \_\_\_ Yes If Yes, approximate date: \_\_\_\_\_

Which ones: \_\_\_\_\_

**Laser treatments:** \_\_\_ CO<sub>2</sub> Resurfacing \_\_\_ Fraxel \_\_\_ Laser for blood vessels

If Yes, approximate date: \_\_\_\_\_

**IPL treatments:** \_\_\_ No \_\_\_ Yes If Yes, approximate date: \_\_\_\_\_

**Dermaplaning:** \_\_\_ No \_\_\_ Yes If Yes, approximate date: \_\_\_\_\_

**Microdermabrasion:** \_\_\_ No \_\_\_ Yes If Yes: Approximate date: \_\_\_\_\_

**Chemical Peels:** \_\_\_ No \_\_\_ Yes If yes, type of peel \_\_\_\_\_

**Retin A or Retinol:** \_\_\_ No \_\_\_ Yes

**Bleaching Creams:** Hydroquinone, TriLuma, HQRA

**Accutane/ Isotretinoin:** \_\_\_ No \_\_\_ Yes

**Acne Medications:** \_\_\_ No \_\_\_ Yes

**Currently on Hormones or Birth Control Pills:** \_\_\_ No \_\_\_ Yes

**Gold therapy for arthritis:** \_\_\_ No \_\_\_ Yes

**PDT (Blue Light) treatment for precancers:** \_\_\_ No \_\_\_ Yes

**Do you have a pacemaker or defibrillator?** \_\_\_ No \_\_\_ Yes

**Other:** \_\_\_\_\_

**3. Ability to heal:**

**Does your skin appear fragile, burn easily?** \_\_\_ No \_\_\_ Yes

**Do you form thick or raised scars?** \_\_\_ No \_\_\_ Yes

**Do you wax or use depilatories on your face?** \_\_\_ No \_\_\_ Yes

**Do you ever get cold sores/fever blisters?** \_\_\_ No \_\_\_ Yes

**4. List your skin care products: (cleansers, moisturizers, sunscreen, toners, serums, etc.)**

\_\_\_\_\_

**5. Have you had any dental procedures, including cleaning in the past 14 days?** \_\_\_ No \_\_\_ Yes

**Do you plan to have any in the next 14 days?** \_\_\_ No \_\_\_ Yes

# DERMATOLOGY

## SPECIALISTS OF NAPLES

**OUR FINANCIAL POLICY** -- We are dedicated to providing the best possible care and service to you. In order to reduce confusion and misunderstanding between our patients and the practice:

**We ask you to read and accept the following statement of our financial policy prior to treatment.**  
**We will be happy to give you a copy of this for your records.**

All patients must complete our information and insurance information before seeing the doctor. Please give your insurance card(s) to the receptionist for copying. **Payment in full is due at the time of service.** For your convenience we accept CASH, CHECK, VISA, MASTERCARD AND DISCOVER CARD.

**PRIVATE INSURANCE – NON PPO PROGRAMS** -- *If your insurance coverage is with a plan that we **DO NOT** have a prior agreement or a negotiated contract, **payment in full is due at the time of service** and you will be responsible for filing your own insurance. We will give you a receipt with all the proper codes for you to attach to your insurance claim form.*

**WE DO NOT FILE SECONDARY INSURANCE.**

**WE ARE NOT A "HMO" PROVIDER.**

**PRIVATE INSURANCE – PPO PROGRAMS** -- We currently participate in some "PPO" insurance programs which means we have a negotiated signed contract with them. If you are covered by one of these *identified* programs, you will be required to pay any co-pay, unmet deductible or non-covered service at the time of each visit. Make sure you present your identification card to the receptionist and advise her that you are covered under a "PPO" program. You will be responsible for **providing us with the MOST CURRENT INSURANCE CARD and the "correct" information as to where to file the claim. If the wrong information is provided, YOU will be responsible for immediate payment of the charges and for refiling the claim. Should you dispute the way YOUR insurance company handled your claim, it will be the policyholder's responsibility to follow-up with any appeals. Regardless of your insurance company's guidelines, all unpaid balances will become your full responsibility 60 days after your visit.** In the event your health plan determines a service to be NOT COVERED you will be responsible for the complete charge.

### **COSMETIC PROCEDURES**

All cosmetic procedures must be PAID IN FULL at the time of service. Cosmetic procedures are NOT covered by insurance and will NOT be filed to any insurance company.

*I have read and understand the financial policy of the practice and I agree to be bound by its terms. I also understand that such terms may be amended from time to time by the practice.*

**X**  
\_\_\_\_\_  
Signature of Patient or Responsible Party

\_\_\_\_\_  
Name of Minor

\_\_\_\_\_  
Date

# Privacy Policy and Procedures

## Dermatology Specialists of Naples

*Effective Date: 07/31/2013*

### PRIVACY POLICY

#### A. Introduction

This HIPAA Privacy Policy contains our Practice policies, procedures, and standards of conduct designed to ensure our compliance with applicable Federal laws and regulations. Failure to abide by the rules, policies and procedures established by this Policy or behavior in violation of any HIPAA law, regulation or rule may result in disciplinary action. Willful failure by any employee of the Practice to comply with the policies and procedures contained in this Plan, will result in employment dismissal. Consult the Personnel Policy Manual or contact our HIPAA Compliance Personnel if you have any questions about the commitment of our Practice to effective compliance routines.

#### B. Compliance Mission Statement

This Practice strives at all times to maintain the highest degree of integrity in its interactions with patients and the delivery of quality health care. The Practice and its employees will at all times strive to maintain compliance with all laws, rules, regulations and requirements affecting the practice of medicine and the handling of patient information. The protection of the privacy of an individual's health information and the security of an individual's electronic protected health information ("ePHI") is a critical concern to this Practice, and to the trust our patients offer in our treatment of their medical issues.

#### C. Privacy Policy

##### 1. Notice of Privacy Practices

The HIPAA Privacy Regulations require health care providers to furnish patients with a written notice of the Practice's policies and procedures regarding the use and disclosure of protected health information. This Notice of Privacy Practices is the starting point under HIPAA. It describes how the Practice will be handling confidential patient information in accordance with the HIPAA regulations. Please review it carefully so that you can explain it to patients if asked.

Front desk personnel should provide each patient (new or established) at the time of the first office visit, with a copy of the Notice for review. It should be returned to the front desk prior to the patient being seen by the doctor. The Practice will also keep on hand paper copies of the Notice for patients who ask for a take-home copy. A current copy of the Notice need only be provided once to the patient.

If the Notice is ever materially changed in terms of the description of permitted disclosures, patient rights, the Practice's legal duties, or other privacy practices, then the Notice must again be distributed to each patient.

When the patient receives the Notice, or arrives at the office for a visit after the Notice has been changed, front desk personnel should provide the patient with the Written Acknowledgement form included as Exhibit P4 to this Manual, and ask the patient to sign. This form merely signifies that the patient has received a copy of the Notice.

##### 2. Staff Access to Information

HIPAA provides that staff member job functions should be reviewed to determine the level of PHI access that the staff member strictly needs to do their job. Staff members should only have the minimum access necessary, and no more.

##### 3. Authorizations

"Authorizations" are basically patient consent forms that contain certain specific provisions required by HIPAA. Typical situations where authorizations are needed are:

- Release of medical records to qualify for life insurance coverage;
- Release of school physical results to the school, for purposes of qualifying for team sports, etc., unless the disclosure involves only immunizations and the parent or guardian has indicated their consent to the release through some other written agreement or through oral assent which has been documented. (You can also simply give the PHI directly to the parent/guardian or patient and direct them to give the information to the school);
- Clinical trial participation (release of information to pharmaceutical company is not for treatment; it's for research, which is not a HIPAA exception);
- Completion of Family Medical Leave Act forms for employers (release of information to employer is not "treatment" - easiest course again is to give the patient the information, and instruct them to give the information to the employer); or

- Psychotherapy notes in the chart (psychotherapy notes are notes by a mental health professional regarding the contents of counseling conversations and do not include such items as medication information, results of clinical tests, summary of diagnosis or symptoms or prognosis or progress to date).

When you fill out the Authorization Form, note the required "expiration date" or "expiration event." This may be any date or event desired by the patient relating to him or her or the purpose of the disclosure. For instance, for authorization to provide the patient's employer with reports for Family and Medical Leave Act purposes, you could specify the expiration date as "termination of employment." For research disclosures only, "none" may be specified as the expiration.

Sometimes you may receive an Authorization form signed by the patient that is on "somebody else's form." For instance, frequently life insurance companies have their medical technicians obtain the patient's signature on a form at the time when all the other paperwork is filled out and the patient gives a blood sample. The life insurance company then sends the form to you, asking for the medical records. Can you accept this form, or do you need to have the patient execute the Practice's own authorization form?

You may accept an outside party's Authorization form provided it has all the elements required by HIPAA. These are:

- A specific description of information to be used or disclosed;
  - The identification of specific individuals authorized to make the requested use or disclosure of the information;
  - The identification of specific individuals to whom the practice may make the requested use or disclosure of the information;
  - A description of each purpose of the requested use or disclosure;
  - The expiration date of the use or disclosure;
  - A statement of the patient's right to revoke the Authorization at any time in writing along with the procedure for revocation;
  - A statement that the provider may not withhold treatment if the patient refuses to sign the authorization (except as noted below for research, school physicals and other situations where treatment would not normally be provided unless the patient authorized disclosure of his or her PHI);
  - A statement that the PHI used or disclosed may be subject to disclosure by the party receiving the information and may no longer be protected;
- Patient's signature and date.

If the form you are sent does not have these elements, have the patient execute the Practice's Authorization Form. Please be sure to give the patient a copy of the authorization, when it is signed, for their records. This is required by HIPAA.

#### 4. Minors and Incompetent Patients

As noted, minors and incompetent patients generally cannot sign the Written Acknowledgment form for themselves. Typically, they do not have the legal authority to do this. Only the person(s) who have the ability to give informed consent for the minor or incompetent patient, under state law, can exercise these rights.

Normally, in the case of a minor, it is the parent who has such right to give informed consent for the child. Therefore, it is the parent who signs the Written Acknowledgment or the Authorization or other forms and who exercises the child's HIPAA rights as a patient.

Exceptions to this policy may occur depending upon state law and are noted here.

#### 5. Friends and Family

"Friends and family" pose a special challenge. These are the people who come with the patient to the doctor's office, or who pick up the phone when you call the patient's home.

Under HIPAA, friends and family, even spouses, are not entitled to the patient's PHI. Only the patient himself or herself has an absolute right to the PHI. The exception is parents of minor children or other legal guardians, who are generally to be treated for HIPAA purposes as if they were the patient, as noted above.

Having said this, HIPAA does permit some sharing of information with friends and family. HIPAA specifies that the Practice may, without written Authorization, disclose to a "family member, other relative, or a close personal friend of the [patient], or any other person identified by the [patient], the PHI directly relevant to such person's involvement with the [patient]'s care or payment related to the [patient]'s care."

However, there are some "strings attached." To disclose to these people (referred to in this Manual as "friends and family"), one of the following must apply:

- the Practice obtained the patient's oral or written agreement to disclosing information to the person in question;
- the Practice provided the patient with the opportunity to object to the disclosure, and the patient did not object;
- the Practice could "reasonably infer from the circumstances, based on the exercise of professional judgment, that the [patient] does not object to the disclosure," such as when the friend or family member accompanies the patient into the exam room, or when a child arrives at the doctor's office in the care

- of a babysitter (presumably the parent wants the babysitter to receive all resulting diagnoses and care instructions), or where a patient arrives from the nursing home in the care of a nurse's aide;
- it is an emergency situation or the patient is incapacitated, so that there is no chance to provide the patient with the opportunity to agree or object;
- the friend or family member has been sent to pick up filled prescriptions, medical supplies, x-rays, or other PHI, in which case the practice is permitted to make a reasonable inference as to the patient's best interest, in accordance with common medical practice.

If a patient wishes to identify a family member or other person with whom their medical information may be shared, the patient should be given the opportunity to designate individuals to whom it is acceptable to make a disclosure of PHI. This determination should be kept inside the patient's chart and updated as designated acceptable PHI recipients are added or dropped. It is not necessary that the patient indicate this in writing, including adding or dropping individuals from the list, since oral agreement suffices. Also, the friends and family who are named by the patient do not represent the only individuals authorized to receive the patient's PHI. As noted, there may be situations where the Practice is entitled to infer that the patient does not object to the release of information, such as in the case when the friend or family member accompanies the patient into the exam room, or a child arrives at the doctor's office in the care of a babysitter.

Simple appointment reminders can generally be left with family members even if the family member is not explicitly designated as a PHI recipient by the patient. However, check the patient's file to see if the patient has requested an alternative means of communication, and if so, honor it. In any event, do not indicate to the family member the reason for the patient's doctor visit.

#### 6. Patient Access to Chart

Except for psychotherapy notes, patients generally have the right to inspect and obtain a copy of their medical chart. Have the patient fill out the Practice's "Request for Access to Medical Information" form. Generally, the Practice has 30 days to comply with a request for access, or 60 days if the information requested is not on-site.

The Practice must honor the patient's request to have the information delivered in a particular format, if this can be easily done. The Practice may be entitled to demand a copying charge.

If the patient merely wants to look at the file, not copy it, arrange a mutually convenient time and place for this to be done.

The patient's request for his or her PHI may be denied in very limited circumstances only. Access may be denied if:

- the file contains information obtained from a source other than a health care provider under a promise of confidentiality, and the access would reveal the source;
- the information requested has been compiled in a research trial that is still underway, and the patient previously agreed in writing that access would not be allowed until the study was completed;
- a licensed health care professional has made a judgement that access would likely endanger the life or physical safety of the patient or someone else;
- the file makes reference to another person, and the licensed health professional makes a judgment that access would likely result in substantial harm to that other person;
- the information is requested by the patient's personal representative and the licensed health professional makes a judgment that access would likely result in substantial harm to the patient or another person.

If access is denied, the patient has a right to review the decision to deny access, unless it is for either of the first two reasons noted above. This review must be done by a licensed health care professional who was not involved in the original decision to deny access. Be sure to document any denials.

#### 7. Patient Amendment of Chart

The patient has a right to request an amendment to their medical record (so long as the Practice maintains it) if he or she believes it is incorrect or incomplete. To request an amendment, the patient should complete the Practice's form "Request to Amend Medical Information". The amendment must be dated and signed by the patient.

The Practice may deny the patient's request for an amendment if it is not in writing or does not include a reason to support the request. In addition, the Practice may deny a request to amend information that:

- j. was not created by the Practice, unless the person entity that created the information is no longer available to make the amendment;
- k. is not part of the medical information kept by the Practice;
- l. is not part of the information which the patient would be permitted to inspect and copy;
- m. is accurate and complete.

The Practice must respond to the request to the amend within 60 days.



## 8. Incidental or Inadvertent Disclosures

Taken literally, HIPAA's prohibition against the disclosure of PHI would probably bring most medical practices to a standstill. For instance, the mere announcement of a patient's name in the waiting room is a disclosure of PHI- the patient's name. The same applies to sign-in sheets, overheard conversations with the check-in or check-out clerk regarding follow-up appointments, or other common situations where one patient inadvertently learns information about another patient.

Overheard conversations and other such inadvertent disclosures are called "incidental disclosures." Under HIPAA incidental disclosures are not violations, provided that the Practice has taken reasonable steps to "safeguard" PHI and avoid incidental disclosures to the extent possible.

## 9. Faxes, Answering Machines, Messages, Email

As noted, HIPAA requires "reasonable safeguards" to avoid the disclosure of PHI. Although some inadvertent disclosures will be excused as "incidental," the Practice has established the following procedures to minimize the likelihood of HIPAA violations:

- Faxing is less secure than mailing. It could be faxed to the wrong number or it may be seen by an unintended person upon arrival at the destination. If practical, mail rather than fax.
- If you fax information, be sure to double-check the fax number to minimize the chances of a fax going to the wrong number; if you have any doubts regarding the number, call the intended recipient to confirm the fax number. Ideally, you should also follow-up with the intended recipient to ensure the fax was received.
- Faxes to hospitals, other physicians, labs, and other routine recipients are acceptable. However, double check the fax number before sending, and always use a cover sheet indicating that PHI may be attached and that if the fax has gone to the wrong person, it should be returned or destroyed.
- Leaving messages on answering machines for appointment reminders is acceptable. Do not indicate the reason for the visit. Do not leave messages regarding lab or diagnostic results (even negative results) or any kind of medical information on the answering machine. Just ask that the call be returned. Do not leave a message of any kind on the answering machine if the answering machine tape does not furnish some reasonable indication that you have reached the correct number.
- Leaving messages with family members at home is also acceptable for appointment reminders. Indicate only that an appointment is scheduled, not what the visits is for. Do not leave any other kind of information, unless the Practice's records show that the person on the phone is a "friend or family" designated by the patient to be permitted recipient of PHI.
- Leaving messages at work is very sensitive. Avoid calling the work number, but if necessary, ask for a return call and nothing more.
- Appointment reminders by postcard is acceptable, so long as the appointment is of a routine nature
- Do not use email to communicate with patients unless the Privacy Officer has developed a specific written policy to control the use of this form of communication.
- Do not share passwords for email, EHR software or other electronic sources PHI with other staff.
- Staff are expected to log off their individual workstation at the end of the day or at any time they are away from their workstation for a prolonged period of time.

# Notice of Privacy Practices

## Dermatology Specialist of Naples

THIS NOTICE DESCRIBES HOW MEDICAL INFORMATION ABOUT YOU MAY BE USED AND DISCLOSED AND HOW YOU CAN GET ACCESS TO THIS INFORMATION.

PLEASE READ IT CAREFULLY

The Health Insurance Portability & Accountability Act of 1996 ("HIPAA") is a Federal program that request that all medical records and other individually identifiable health information used or disclosed by us in any form, whether electronically, on paper, or orally are kept properly confidential. This Act gives you, the patient, and the right to understand and control how your protected health information ("PHI") is used. HIPAA provides penalties for covered entities that misuse personal health information.

As required by HIPAA, we prepared this explanation of how we are to maintain the privacy of your health information and how we may disclose your personal information.

We may use and disclose your medical records only for each of the following purposes: treatment, payment and health care operation.

- Treatment means providing, coordinating, or managing health care and related services by one or more healthcare providers. An example of this is a primary care doctor referring you to a specialist doctor.
- Payment means such activities as obtaining reimbursement for services, confirming coverage, billing or collections activities, and utilization review. An example of this would include sending your insurance company a bill for your visit and/ or verifying coverage prior to a surgery.
- Health Care Operations include business aspects of running our practice, such as conducting quality assessment and improving activities, auditing functions, cost management analysis, and customer service. An example of this would be new patient survey cards.
- The practice may also be required or permitted to disclose your PHI for law enforcement and other legitimate reasons. In all situations, we shall do our best to assure its continued confidentiality to the extent possible.

We may also create and distribute de-identified health information by removing all reference to individually identifiable information.

We may contact you, by phone or in writing, to provide appointment reminders or information about treatment alternatives or other health-related benefits and services, in addition to other fundraising communications, that may be of interest to you. You do have the right to "opt out" with respect to receiving fundraising communications from us.

The following use and disclosures of PHI will only be made pursuant to us receiving a written authorization from you:

- Most uses and disclosure of psychotherapy notes;
- Uses and disclosure of your PHI for marketing purposes, including subsidized treatment and health care operations.
- Disclosures that constitute a sale of PHI under HIPAA; and
- Other uses and disclosures not described in this notice.

You may revoke such authorization in writing and we are required to honor and abide by that written request, except to the extent that we have already taken actions relying on your prior authorization.

You may have the following rights with respect to your PHI:

- The right to request restrictions on certain uses and disclosures of PHI, including those related to disclosures of family member, other relatives, close personal friends, or any other person identified by you. We are, however, not required to honor a request restriction except in limited circumstances which we shall explain if you ask. If we do agree to the restriction, we must abide by it unless you agree in writing to remove it.

- The right to reasonable requests to receive confidential communications of Protected Health Information by alternative means or at alternative means or at alternative locations.
- The right to inspect and copy your PHI.
- The right to amend your PHI.
- The right to receive an accounting of disclosures of your PHI.
- The right to obtain a paper copy of this notice from us upon request.

If you have paid for services “out of pocket”, in full and in advance, and you request that we not disclose PHI related solely to those services to a health plan, we will accommodate your request, except where we are required by law to make a disclosure.

We are required by law to maintain the privacy of your PHI and to provide you the notice of our legal duties and our privacy practice with respect to PHI.

This notice is effective as of 7/31/13 and it is our intention to abide by the terms of the Notice of Privacy Practices and HIPAA Regulations currently in effect. We reserve the right to change the terms of our Notice of Privacy Practice and to make the new notice provision effective for all PHI that we maintain. We will post a copy and you may request a written copy of the revised Notice of Privacy Practice from our office.

You have recourse if you feel that your protections have been violated by our office. You have the right to file a formal written complaint with the practice and with the Department of Health and Human Services, Office of Civil Rights. We will not retaliate against you for filing a complaint.

Feel free to contact the Practice Compliance Officer at (239) 261-2255 for more information, in person or in writing.

# Receipt of Notice of Privacy Practices Written Acknowledgement Form

## DERMATOLOGY SPECIALIST OF NAPLES

I am a patient of Dr. Cynthia Strohmeier / Pat Gorton PA-C. I hereby acknowledge receipt of **Dermatology Specialist of Naples Notice of Privacy Practices.**

Name (please print): \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

OR

I am a parent or legal guardian of \_\_\_\_\_ (patient name). I hereby acknowledge receipt of Dermatology Specialist of Naples Notice of Privacy Practices with respect to the patient.

Name (please print) \_\_\_\_\_

Relationship to Patient:  Parent  Legal Guardian

Signature: \_\_\_\_\_

Date: \_\_\_\_\_



*Dermatology Specialists of Naples*

702 Goodlette Road N., #200

Naples, FL 34102

Ph: 239-261-2255 | Fax: 239-261-3194

**HIPAA**

**CONSENT TO DISCLOSE PROTECTED HEALTH INFORMATION**

**Do we have permission to legally speak to family members, friends, assistants, etc.?**

**Other examples Include:**

- A family member with questions on a prescription
- A patient over the age of 18 whose parents are still involved in their medical care
- The adult child of an elderly parent that is involved in their medical care
- Minor patents (under 18) that has a caregiver besides the parent(s) (i.e. grandparent, nanny)

I \_\_\_\_\_ grant authorization for Dermatology  
(Print Patient's Name)

Specialists of Naples Patient to disclose information regarding my diagnosis and or treatment to (via in person or by phone):

Name: \_\_\_\_\_

Relationship: \_\_\_\_\_

Contact No. \_\_\_\_\_

Name: \_\_\_\_\_

Relationship: \_\_\_\_\_

Contact No. \_\_\_\_\_

Name: \_\_\_\_\_

Relationship: \_\_\_\_\_

Contact No. \_\_\_\_\_

If you are the only person that we would discuss your care with please circle **DECLINE**. Then sign and date below.

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

# Dermatology Specialists of Naples

## Consent to Receive Text Messages and Emails from Doctor Cynthia Strohmeyer and her Staff via an Unsecured Network

If you would like us to send communications to you via text messaging or an email you must understand:

These communications may contain your protected health information.

These communications will not be secure, and may result in improper disclosure to unauthorized individuals.

The practice will not be held responsible should such an incident occur.

If you consent to receive text messages and /or emails from us, we will communicate with you via a network that is not encrypted. There is a risk that the information in the text messages and the emails could be read by a third party.

**If you consent to receiving unsecured text messages and /or emails,  
please provide your information below and sign.**

### Communication Method

\_\_\_ E-Mail Address: \_\_\_\_\_

\_\_\_ Text Phone Number: \_\_\_\_\_

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Signature of Patient or Personal Representative    **Accepting**    Date

---

Signature of Patient or Personal Representative    **Declining**    Date