



NOTICE OF PRIVACY PRACTICES

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.

OVERVIEW:

The purpose of this notice is to provide you with notice of 20/20 Image Eye Centers' information protection practices and explain your rights as a patient of 20/20 Image Eye Centers.

20/20 Image Eye Centers Responsibilities:

20/20 Image Eye Centers is required to abide by the terms of this notice currently in effect by maintaining the privacy of your Protected Health Information and providing you with notice of our legal duties and privacy practices with respect to Protected Health Information.

Notice Revisions:

20/20 Image Eye Centers reserves the right to revise the terms of this notice, and to make the revised terms effective for all Protected Health Information that it maintains. If 20/20 Image Eye Centers revises this notice, we will make the revised notice available within sixty (60) days.

Definitions:

Business Associate – A person or entity that uses Protected Health Information to perform a service for 20/20 Image Eye Centers. These services include, but are not limited to:

- Billing
- Claim processing
- Data entry

Health Care Operations – Activities related to 20/20 Image Eye Centers operations, including but not limited to:

- Quality assessment and improvement
- Doctor performance evaluations
- Fraud and abuse detection
- Claim payment



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- Claim audits
- Patient issue resolution

Payment – 20/20 Image Eye Centers’ collection of fees related to services preformed and products purchased.

Protected Health Information – Information relating to a 20/20 Image Eye Centers patient’s past, present or future health or condition, the provision of health care to a 20/20 Image Eye Centers patient, or payment for the provision of health care to a 20/20 Image Eye Centers patient. Protected Health Information includes, but is not limited to:

- Patient name
- Social Security Number
- Service Date
- Diagnosis information
- Claim information

Treatment – The provision, coordination or management of vision care and related services by one or more vision care providers.

Privacy Practices:

How 20/20 Image Eye Centers Uses and Discloses Information About You:

20/20 Image Eye Centers will only use and disclose your Protected Health Information without your authorization when necessary for:

- Coordination of your vision care treatment
- Disclosure to your insurance plan sponsor to the extent permitted by law
- Payment
- Health care operations
- As required by law (please see ‘Use or Disclosure Required or Permitted by Law’ section)

Disclosure to 20/20 Image Eye Centers Business Associates:

20/20 Image Eye Centers will only disclose your Protected Health Information to Business Associates who have agreed in writing to maintain the privacy of Protected Health Information as required by law.



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Use or Disclosure Requiring Authorization:

20/20 Image Eye Centers will not use or disclose your Protected Health Information for purposes other than those described in this notice. If it becomes necessary to disclose any of your Protected Health Information for other reasons, 20/20 Image Eye centers will request your written authorization.

Revoking Authorization: If you provide written authorization, you may revoke it any time in writing, except to the extent that 20/20 Image Eye Centers has relied upon the authorization prior to its being revoked.

Use or Disclosure Required or Permitted by Law:

20/20 Image Eye Centers may use or disclose your Protected Health Information to the extent that the law requires the use or disclosure:

- **Public Health:** For public health activities or as required by the public health authority.
- **Health Oversight:** To a health oversight agency for activities such as audits, investigations and inspections. Oversight agencies include, but are not limited to, government agencies that oversee the health care system, government benefit programs, other government regulatory programs and civil rights laws.
- **Legal Proceedings:** In response to an order of a court or administrative tribunal, in response to a subpoena, discover request or other lawful purposes.
- **Law Enforcement:** For law enforcement purposes, including:
 - Legal process or as otherwise required by law
 - Limited information requests for identification and location
 - Use or disclosure related to a victim of a crime
 - Suspicion that death has occurred as a result of criminal conduct
 - In a medical emergency where it is likely that a crime has occurred
- **Criminal Activity:** As requested by law enforcement authorities, if the use or disclosure is necessary to prevent or lessen a serious and imminent threat to the health or safety of a person or the public.



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Use and Disclosure Examples:

- **Payment:** 20/20 Image Eye Centers uses and discloses Protected Health Information to audit and review were covered were covered under the patient's insurance plan(s).
- **Health Care Operations:** 20/20 Image Eye Centers uses and discloses Protected Health Information to audit and review claims payment activity to ensure that claims were paid correctly.
- **Treatment:** to coordinate treatment by another health care provider.

Know Your Rights:

Review Your Protected Health Information:

You may have a right to inspect and obtain a copy of your Protected Health Information.

Important: If you feel your Protected Health Information is incorrect, you have the right to request that it be amended.

Request to Restrict Your Protected Health Information:

You can request restriction on the use and disclosure of your Protected Health Information. 20/20 Image Eye Centers is not required to agree to a requested restriction.

Confidential Information:

When necessary, 20/20 Image Eye Centers may mail Protected Health Information to your home. If you feel receiving a copy of your Protected Health Information at your home could compromise your safety, you may request in writing, an alternate communication method and/or location.

Accounting of Disclosures:

If a disclosure of your Protected Health Information as made for a reason other than treatment, payment or health care operations, you have a right to receive and accounting of the disclosure.



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Receive a Copy:

You can view and print a copy of this notice of Privacy Practices through 2020image.com. You may also request a copy from our corporate office.

Complaints:

If you believe that your privacy rights have been violated, you may submit a complaint to 20/20 Image Eye Centers or to the U.S. Secretary of Health and Human Services at any time. 20/20 Image Eye Centers will not retaliate against you for filing a complaint.

File complaints with 20/20 Image Eye Centers by contacting us at admin@2020image.com or by calling us at 480-719-7394 for complaints regarding:

- Restrictions on the use or disclosure of your Protected Health Information
- Amendments to your Protected Health Information
- Accounting of the use or disclosure of your Protected Health Information

File complaints with the U.S. Secretary of Health and Human Services using the HIPAA Complaint Submission form at cms.hhs.gov/hipaa/hipaa2/default.asp, or by mail to: HIPAA Complaint, 7500 Security Blvd., C5-24-04, Baltimore, MD 21244, for complaints regarding:

- 20/20 Image Eye Centers business practices
- The use of your Protected Health Information

Contact Information:

Contact 20/20 Image Eye Centers:

Contact us through any 20/20 Image Eye Centers location to request:

- Restrictions on the use or disclosure of your Protected Health Information
- Amendments to your Protected Health Information
- Revoking Authorizations
- Accounting of the use or disclosure of your Protected Health Information
- A copy of your Protected Health Information