



Notice of Privacy Practices

****This notice describes how medical information about you may be used and disclosed and how you may get access to this information. Please read it carefully. ****

Protecting your health information is important to us. The law says that we must keep your Protected Health Information (PHI) private, provide you with notice of our legal duties and privacy practices with respect to PHI, follow the current terms of this notice, and notify affected individuals following a breach of unsecured PHI.

Dental Innovations of Virginia (DIVA) reserves the right to change the terms of this Notice any time. Any changes made will apply to all of your health information maintained by DIVA. If changes are made to this Notice, the new notice will be posted and a paper copy made available upon request.

How Your Health Information Can Be Used and Disclosed Without Your Permission

Treatment Purposes

DIVA may use your health information to provide treatment or services for you. The dentists, assistants, and staff members caring for you may share your health information to make sure you get the services you need, like X-rays, lab work, or therapy. Sometimes, this may mean speaking with health care professionals who are not part of DIVA, like other physicians and/or dentists, nursing home staff, and other health care workers. We may also share your health information with non-health care personnel in an emergency situation. In addition, we may contact you to remind you of an upcoming appointment, to tell you about alternative treatments, or to tell you about health-related benefits and services that may be of interest to you.

Payment Purposes

We may use your health information so we may receive payment for the treatment and services we have provided to you. We also may contact your insurance company to learn what services are included in your health plan, to get prior approval for certain treatment or services, and to tell them about your treatment to make sure it is covered in your insurance plan.

Health Care Operations

We may use and share your health information to operate our facility and make sure that all of our patients receive quality care, to rate the services you received, or how well our staff cared for you. We may use your health information to see where we can make improvements or to find better ways to provide care. We may also use health information to make sure our health care professionals have the right skills and qualifications for their jobs. We may share information with participants in our education programs for educational purposes. We may use health information for business planning, or disclose it to attorneys, accountants, consultants, and others who assist DIVA in its activities and make sure we are following the law.

Other Uses and Disclosures of Your Health Information That Do NOT Require Your Permission

- **Required by Law** – When federal or state law dictates that we have to
- **Public Health** – For public health activities, including preventing or controlling disease, injury, or reporting vital events, such as births and deaths.

- **Abuse, Neglect, Domestic Violence** – Notifying law enforcement or other agencies if we believe a patient has been the victim of abuse, neglect, or domestic violence.
- **Health Oversight** – For health oversight activities, such as audits, investigations, licensing, and accreditation by agencies.
- **Legal Proceedings, Lawsuits, Administrative Proceedings, and Other Legal Actions** – In a legal proceeding if the request for the information is through an order from a court or administrative tribunal. Your health information may also be disclosed in response to a subpoena or other lawful process.
- **Law Enforcement** – If asked by law enforcement, or if the law says we must, we may disclose medical information:
 - To report certain wounds or other physical injuries if required by law to do so;
 - To identify or locate a suspect, fugitive, material witness, or missing person;
 - About a suspected victim of a crime if, under certain limited circumstances we are unable to obtain the person’s agreement;
 - About a death suspected to be a result of criminal conduct;
 - About a criminal conduct at DIVA; and
 - In case of a medical emergency, to report a crime, the location of the crime or victims, or the identity, description, or location of the person who committed the crime.
- **Coroners, Funeral Directors, Medical Examiners** – To funeral directors as needed, and to coroners or medical examiners to identify a deceased person, determine the cause of death, and perform other functions authorized by law.
- **Organ Donation** – To help with the donation, procurement, and transplantation of organs, eyes, and tissue if you have chosen to be a donor.
- **Research** – For research purposes, there are times when your health information may be disclosed. All such research has to be approved through a formal process before we use or disclose any information. Information about you may be used to find patients with specific characteristics or oral condition for the research study. The information reviewed in preparation for research will remain under DIVA control.
- **Threats** – To stop any threat to your health and safety or the health and safety of another person.
- **National Security and Armed Forces** – To government officials for national security and intelligence activities, or to military authorities under some circumstances if you are a member of the military.
- **Special Government Functions** – To government officials for special investigations or to protect the President of the USA, other authorized persons, or foreign heads of state.
- **Worker’s Compensation** – For worker’s compensation to provide information to process your claim.

DIVA may use or disclose your health information in the following ways unless you object:

- **Coordination of Care** – Disclose health information with family members, other relatives, or friends involved with your care.
- **Notify of Location** – Use or disclose your information to provide information of your location and general condition to a family member, a personal representative, or another person responsible for your care.
- **Fundraising** – Share information about you and/or contact you about activities to raise funds to expand and support health care services, education, and research for DIVA. You have the right to opt out of receiving these communications.

Other Uses and Disclosures of Your Health Information

Uses or disclosures that require your written permission include the following:

- Most uses and disclosures of psychotherapy notes

- Uses and disclosures for marketing purposes, not including:
 - Face-to-face communications,
 - When promotional gift of nominal value is provided,
 - Refill reminders or communications about a drug currently prescribed as long as any monies received are only for the cost of labor, supplies, and postage, or
 - Communications promoting health in general that do not promote a product or service from a particular provider
- Disclosures that constitute a sale of your health information under applicable law

You may revoke your written permission to use or disclose our health information except to the extent that action has already been taken in reliance on the permission you gave. Your request must be in writing and addressed to DIVA.

Your Rights Regarding Your Health Information

You have the following rights with respect to your health information:

Access Your Record – The right to read and get a copy of your health information. There may be situations when this is not possible. In addition, you may be asked to pay a reasonable administrative fee for any copies of your records.

Amend Your Record – The right to request an amendment or addendum if you feel the information in your health record is incorrect or incomplete. The request must be in writing and you must include a reason why you are requesting the information be changed. In some circumstances, DIVA may not honor the request. If this happens, we will tell you why we did not make the changes.

Accounting of Disclosures – The right to receive a list of the disclosures of your health information, as provided by law. You are allowed one free listing in a 12-month period. There will be a charge for more than one listing per 12-month period.

Request Restrictions – The right to request restrictions on certain uses and disclosures of your health information. DIVA is not required to agree to a requested restriction unless the request is for a restriction of disclosures to your health plan related to healthcare items or services that you paid for out of pocket and in full.

Alternative Communication – The right to receive communications, such as mail or reminders from DIVA in a confidential manner, such as an alternate address or telephone number.

Copy of Notice – The right to receive a paper copy of this Notice even if you have agreed to accept this notice in other ways.

File a Formal Complaint – The right to file a complaint with DIVA and/or to the United States Department of Health and Human Services if you believe that your privacy rights have been violated. To file a complaint with DIVA, please contact us by writing to Dental Innovations of Virginia, 19490 Sandridge Way, Suite 160, Leesburg VA 20176.

For More Information

Please contact us at (855) DIVA-DENT, (703) 454-5656, EMAIL: info@DIVAdentistry.com, or by writing to Dental Innovations of Virginia, 19490 Sandridge Way, Suite 160, Leesburg VA 20176. ***This Notice is effective as of July 10, 2017***