



	<u>Effective Date</u>		
	July 2007		
	<u>Number</u> HP 014	<u>Replaces Policy</u> NEW	
<u>Title</u> Patient Privacy Fundraising Requirements	<u>Date Revised</u> July 2007	<u>Date Reviewed</u>	<u>Next Scheduled Review Date</u> July 2010
<u>Signature</u> _____	<u>Scope of Responsibility</u> HIPAA/Compliance		
Chief Privacy Officer			

Purpose: To facilitate compliance with the Health Insurance Portability and Accountability Act (HIPAA) Standards for Privacy of Individually Identifiable Health Information (Privacy Standards), 45 CFR Parts 160 and 164, and all Federal regulations and interpretive guidelines promulgated thereunder. To establish guidelines for the use of Protected Health Information (PHI) related to fundraising done by IMH or on behalf of IMH.

Policy: Any fundraising done by IMH or on behalf of IMH that includes using PHI must meet the requirements of this policy. In general, individual patient authorization must be obtained to use or disclose a patient's PHI for fundraising purposes.

Definition:

Protected Health Information (PHI)

For the purpose of this policy, **protected health information** means any individually identifiable health information collected or stored by IMH.

Individually identifiable health information includes demographic information and any information that relates to past, present or future physical or mental condition of an individual.

Procedure:

1. When PHI is to be used in raising funds for IMH's benefit, no authorization is needed if the following conditions are met:
 - The fundraising uses or discloses no more than the patient's demographic information and dates of treatment.
 - IMH's Notice of Privacy Practices informs patients that their PHI may be used for fundraising.
 - Patients are informed how to opt out of future fundraising communications.
 - Reasonable efforts are made to remove the patient from future fundraising activities if the patient requests such removal.

Policy:

Policy Number:

2. The PHI used or disclosed for fundraising purposes must be limited to demographic information and date(s) of service.
3. IMH's Notice of Privacy Practices states that patients' PHI may be used for fundraising and informs patients how to opt out.
4. Patients must be informed of their right to opt out and the facility must make efforts to ensure that when a patient has opted out, he or she does not get any future fundraising communications.
5. PHI may be disclosed to business associates performing fundraising activities on behalf of IMH without a patient's authorization when IMH meets all of the requirements of this policy.