

**EYE CENTERS OF RACINE & KENOSHA, LTD.
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.**

We understand that health information about you and your health is personal. We are committed to protecting health information about you. We create a record of the care and services you receive from us. We need this record to provide you with quality care and to comply with certain legal requirements. This notice applies to all of the records of your care generated by us. This notice will tell you about the ways in which we may use and disclose health information about you. We also describe your rights and certain obligations we have regarding the use and disclosure of health information.

OUR RESPONSIBILITIES

We are required by law to maintain the privacy of your health information and provide you with a notice as to our legal duties and privacy practices with respect to information we collect and maintain about you. We must abide by the terms of the notice of privacy practices currently in effect. We reserve the right to change our practices and to make the new provisions effective for all protected health information we maintain. You may obtain our current notice of privacy practices by *accessing our website at www.amazingeye.com*, calling our office and requesting that a copy be sent to you or asking for one at the time of your next appointment.

OUR PRIVACY CONTACT

For further information about matters covered by this notice, please contact our Privacy Contact, by telephone at (262) 637-0500. All written requests or complaints should be delivered to our Privacy Contact at:

The Eye Center of Racine & Kenosha, Ltd.
3805B Spring Street Suite 140
Racine, WI 53405

HOW WE MAY USE AND DISCLOSE HEALTH INFORMATION ABOUT YOU

The following categories describe different ways that we use and disclose health information. Not every use or disclosure in a category will be listed.

For Treatment. We may use health information about you to provide you with health care treatment or services. For example, we may disclose health information about you to doctors, nurses, technicians or others who provide services that are part of your care.

For Payment. We may use and disclose health information about you so that the treatment and services you receive may be billed to and payment may be collected from you, an insurance company or a third party. For example, we may need to give your health plan information about your diagnosis and treatment so your health plan will pay us or reimburse you for your care and treatment.

For Health Care Operations. We may use and disclose health information about you for health care operations. For example, we may use health information to review our treatment and services and to evaluate the performance of our staff in caring for you. We may also disclose information to doctors, nurses, technicians, and other personnel for review and learning purposes. This information will then be used in an effort to continually improve the quality and effectiveness of the healthcare and service we provide.

Appointment Reminders. We may use and disclose health information to contact you as a reminder that you have an appointment for treatment or health care.

Health-Related Benefits and Services. We may use and disclose health information to tell you about health-related benefits or services that may be of interest to you.

As Required by Law. We will disclose health information about you when required to do so by federal, state or local law.

Public Health. As required by law, we may disclose health information about you for public health activities. These activities generally include the following:

- to report information concerning any patient diagnosed as having cancer or a precancerous condition;
- to report child abuse or neglect;
- to notify the appropriate government authority if we believe a patient has been the victim of abuse, neglect or domestic violence. We will only make this disclosure if you agree or when required or authorized by law.

Health Oversight Activities. We may disclose health information to a health oversight agency for activities authorized by law. These oversight activities include, for example, audits, investigations, inspections, and licensure. These activities are necessary for the government to monitor the health care system, government programs, and compliance with civil rights laws.

Lawsuits and Disputes. If you are involved in a lawsuit or a dispute, we may disclose health information about you in response to a court or administrative order. We may also disclose health information about you in response to a subpoena, discovery request, or other lawful process by someone else involved in a lawsuit or dispute under certain circumstances, but only if efforts have been made to tell you about the request or to obtain an order protecting the information requested.

Deceased Patients. We may release information to the personal representative or spouse of a deceased patient. We may also release health information to a coroner or medical examiner. This may be necessary, for example, to identify a deceased person or determine the cause of death. We may also release health information about patients of the hospital to funeral directors as necessary to carry out their duties.

Organ and Tissue Donation. If you are an organ donor, we may release health information to organizations that handle organ procurement or organ, eye or tissue transplantation or to an organ donation bank, as necessary to facilitate organ or tissue donation and transplantation.

Research. Under certain circumstances, we may use and disclose health information about you for research purposes.

Inmates. If you are an inmate of a correctional institution or under the custody of a law enforcement official, we may release health information about you necessary for your health and the health and safety of other individuals to the correctional institution or law enforcement official.

OTHER USES OF HEALTH INFORMATION

Other uses and disclosures of health information not covered by this notice or the laws that apply to us will be made only with your written permission. If you provide us permission to use or disclose health information about you, you may revoke that permission, in writing, at any time. If you revoke your permission, we will no longer use or disclose health information about you for the reasons covered by your written authorization. You understand that we are unable to take back any disclosures we have already made with your permission, and that we are required to retain our records of the care that we provided to you.

YOUR RIGHTS REGARDING HEALTH INFORMATION ABOUT YOU

You have the following rights regarding health information we maintain about you:

Right to Request Restrictions. You have the right to request a restriction or limitation on the health information we use or disclose about you for treatment, payment or health care operations. You also have the right to request a limit on the health information we disclose about you to someone who is involved in your care or the payment for your care, like a family member or friend. We are not required to agree to your request. If we do agree, we will comply with your request unless the information is needed to provide you emergency treatment. To request restrictions, you must make your request in writing to our Privacy Contact.

Right to Request Confidential Communications. You have the right to request that we communicate with you about health care matters in a certain way or at a certain location. To request confidential communications be made in a certain way or at a certain location, you must make your request in writing to our Privacy Contact. We will accommodate all reasonable requests.

Right to Inspect and Copy. You have the right to inspect and copy health information that may be used to make decisions about your care. Usually, this includes health care and billing records, but does not include psychotherapy notes. You may also authorize another person to inspect and copy your health care and billing records. To inspect and copy health information that may be used to make decisions about you, you must submit a written authorization form to our Privacy Contact. Please contact our Privacy Contact to obtain the appropriate form. If you request a copy of the information, we may charge a fee for the costs of copying, mailing or other supplies associated with your request. We may deny your request to inspect and copy in certain very limited circumstances. If you are denied access to health information, you may request that the denial be reviewed.

Right to Amend. If you feel that health information we have about you is incorrect or incomplete, you may ask us to amend the information. To request an amendment, your request must be made in writing and submitted to our Privacy Contact. In addition, you must provide a reason that supports your request. We may deny your request for an amendment if it is not in writing or does not include a reason to support the request. In addition, we may deny your request if you ask us to amend information that:

- Was not created by us, unless the person or entity that created the information is no longer available to make the amendment;
- Is not part of the health information kept by or for us;
- Is not part of the information which you would be permitted to inspect and copy; or
- Is accurate and complete.

Right to an Accounting of Disclosures. You have the right to request an “accounting of disclosures” of protected health information. To request this list or accounting of disclosures, you must submit your request in writing to our Privacy Contact. Your request must state a time period which may not be longer than 6 years and may not include dates before February 26, 2003. Your request should indicate in what form you want the list (for example, on paper, electronically). The first list you request within a 12-month period will be free. For additional lists, we may charge you for the costs of providing the list. We will notify you of the cost involved and you may choose to withdraw or modify your request at that time before any costs are incurred.

COMPLAINTS

If you believe your privacy rights have been violated, you may file a complaint with us or with the Secretary of the Department of Health and Human Services. Please submit any complaints to us to our Privacy Contact in writing. You will not be penalized or otherwise retaliated against for filing a complaint.