



Your Right to Privacy

Understanding How Your Health Information May Be Used

Your privacy is important to us

Because we know that our patients care about how their personal information is used and shared, we work hard to protect your right to privacy. When we need to use or disclose your personal information, we want you to trust that we will do so carefully and in keeping with state and federal regulations.

To help make certain that our facilities are equipped and our staff is trained to protect your privacy, Einstein Healthcare Network has appointed a Privacy Officer. The Privacy Officer assists in answering your questions and concerns.

This document briefly summarizes how your personal health information is used at Einstein Healthcare Network hospitals and offices. The full description of the ways in which we both use and protect your health information is in our Notice of Privacy Practices. We will ask you, as our patient, to acknowledge that you have received our Notice of Privacy Practices.

We strongly encourage you to read our Notice of Privacy Practices and ask questions if there are parts that you don't understand. We want you to know how your health information may be used and what your rights are regarding your health information.

How do we get information about you?

We get to know you primarily through the information you provide when you come to us for treatment and diagnosis. We ask that you give us basic personal and health history information, such as your age, past illnesses and past treatments. In addition, we ask for insurance and payment information. When you are a patient and receive services from us, we continue to add medical and health information about you to our records.

How do we use your health information?

Most important, we use your health information to provide you with medical diagnosis and care as well as general health advice. We take steps to make sure that your medical records are used properly. We will limit both the amount of information about you that is shared and the number of people with whom it is shared when we use your information for purposes other than your treatment.

In addition to medical services and treatment, we will use information about you to:

- bill you correctly and to get payment for services we provide to you;
- address your personal needs and continually improve the service we provide to you;
- let you know important information about your health, your appointments or services we are providing to you;
- provide general information that may be of interest to you (such as free health screenings, lectures or information about our services or product offerings) or ask you to participate in patient satisfaction surveys;
- monitor the operations of our internal offices and departments to achieve a high standard of performance and obtain appropriate accreditations;
- provide a directory of our hospital patients for people who call or visit and ask for you by name;
- refer you to physicians within our network;
- conduct our fundraising campaigns;
- support various Einstein research activities; and
- provide information to state and federal health and safety agencies, as required by various public health and safety laws.

When we need written authorization to release your medical records

There are a number of situations where Einstein will not release your records or medical information without your written, proper authorization. When Einstein wants to provide your information for certain public relations or marketing activities, Einstein will request your written authorization. In addition, we will regularly require proper, written authorization when you:

- request your own records;
- request your relative's records;
- request records to be sent to schools and camps;
- request records to be sent to medical and non-medical professionals; and
- choose to participate in an Einstein research study.

We will charge you for the cost of copying your medical records in accordance with state regulations. In addition, we will collect the actual cost for postage and facsimile transmissions when we mail or fax your medical records. Please remember that we may only send records by facsimile in emergency situations.

Information corrections or changes

You can request corrections or changes to information in our records. For further information, please read our Notice of Privacy Practices or contact our Privacy Office to obtain a Request for Amendment form.

Information restrictions

We will take all reasonable measures to protect your personal information as fully described in our Notice of Privacy Practices. You can request additional restrictions on the use of your information. Please read our Notice of Privacy Practices or contact our Privacy Office to obtain a Request for Restrictions form.

Accountability for use of your information

Only Einstein Healthcare Network and its healthcare facilities, offices, employees, medical staff, healthcare providers and approved business associates are authorized to access your information to perform the healthcare activities we have described in this summary.

Privacy, like patient satisfaction, is very important to us. Please let us know throughout your care if you have any questions about how your health information is being used.

How to contact our Privacy Office

If you have any questions or concerns about your privacy, please contact us.

Privacy Office
Einstein Healthcare Network
Sheerr Building
5501 Old York Road
Philadelphia, PA 19141

Telephone: 215-456-7084

Fax: 215-456-7339

E-mail: privacy@einstein.edu

In addition, you may contact the Office of Civil Rights within the U.S. Department of Health and Human Services if you have any concerns about how your medical information has been used or disclosed.

Note: This document is not meant to replace Einstein Healthcare Network's official Notice of Privacy Practices. To request a copy, contact our Privacy Office (see above).