

CHANGES TO THIS NOTICE

We reserve the right to change this notice. We reserve the right to make the revised or changed notice effective for health information we already have about you as well as any information we receive in the future.

We will make easily available a copy of the current notice. The notice will contain the effective date on the cover, in the top right-hand corner.

In addition, each time you move to a new area, we will offer you a copy of the current notice in effect.

COMPLAINTS

You may file a complaint with us or with the Secretary of the United States Department of Health and Human Services if you believe your privacy rights have been violated.

To file a complaint with us, contact our Privacy Officer at the address listed in the "Addresses" section that follows. All complaints must be made in writing and should be submitted within 180 days of when you knew or should have known of the suspected violation. There will be no retaliation against you for filing a complaint.

To file a complaint with the Secretary of the US Department of Health and Human Services, please use the address in the "Addresses" section that follows. There will be no retaliation against you for filing a complaint. For additional information, you may call 202-619-0257 or toll-free 877-696-6775, or visit the Office for Civil Rights website: www.hhs.gov/ocr/hipaa.

OTHER USES OF HEALTH INFORMATION

Other uses and disclosures of health information not covered by this notice or the laws that apply to



NOTICE OF PRIVACY PRACTICES

This pamphlet describes how medical information about you may be used and disclosed, and how you can get access to this information. Please review it carefully.

WHO WILL FOLLOW THIS NOTICE

This notice describes the practices of The Highlands at Wyomissing including:

- Any healthcare professional authorized to enter information into your medical record;
- All employees in any department of The Highlands at Wyomissing;
- Any employee of an organization that we have contracted with to provide care to you;
- Any member of a volunteer group we allow to help you while you are under the care of The Highlands at Wyomissing.

OUR PLEDGE REGARDING HEALTH INFORMATION

We understand that information about you and your health is personal. We are committed to protecting your health information. We create a record of the care and

services you receive throughout The Highlands at Wyomissing. We need this record to provide you with quality care and to comply with legal requirements. This notice applies to all of the records of your care generated by The Highlands at Wyomissing.

- In most circumstances when we use or disclose psychotherapy notes made by a mental health professional to document or analyze a conversation in a counseling session.
- Any marketing communication that is paid for by a third party about a product or service to encourage you to purchase or use the product or service.
- Except for limited transactions permitted by the Privacy Rule, a sale of protected health information for which we directly or indirectly receive remuneration or payment.
- Other uses or disclosures of protected health information that are not described in this notice.

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.

ADDRESSES

For requests involving your records — amendments, copies, accounting of disclosures, or for confidential communications, copies of this notice, or to file a complaint:

Privacy Officer
The Highlands at Wyomissing
2000 Cambridge Avenue
Wyomissing, PA 19610

This notice will tell you about the ways in which we may use and disclose health information about you. It also describes your rights and certain obligations we have regarding the use and disclosure of health information.

We are required by law to:

- make sure that health information that identifies you is kept private;
- give you this notice of our legal duties and privacy practices with respect to health information about you;
- follow the terms of the notice that is currently in effect.

HOW WE MAY USE AND DISCLOSE HEALTH INFORMATION ABOUT YOU

The following categories describe different ways that we use and disclose health information. For each category of uses or disclosures, we will explain what we mean and may give examples. Not every use or disclosure in a category will be listed. However, all of the ways we are permitted to use and disclose information will fall within one of the categories.

For Treatment

- We may use health information about you to provide you with medical treatment or services.
- We may disclose health information about you to doctors, nurses, technologists, therapists, medical students, or other personnel from The Highlands at Wyomissing who are involved in taking care of you.

To file a complaint with the government:

Secretary
US Department of Health and Human Services
200 Independence Avenue, SW
Washington, DC 20201

Notice of Privacy Practices

Effective date: September 29, 2017



For example, a doctor treating you for a broken leg may need to know if you have diabetes because diabetes may slow the healing process. In addition, the doctor may need to tell the dietitian so that we can arrange appropriate meals.

- The Highlands at Wyomissing may share health information about you in order to coordinate the different things you need, such as prescriptions, lab tests, and x-rays.
- We also may disclose health information about you to people outside The Highlands at Wyomissing who may be involved in your medical care after you leave The Highlands at Wyomissing, such as family members, clergy, or others we use to 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 another party.

For example, we may need to give your health plan information about rehabilitation you received at The Highlands at Wyomissing so your health plan will pay us or reimburse you for your rehab stay.

- We may also tell your health plan about treatment you are going to receive to obtain prior approval, or to determine whether your plan will cover the treatment.

For Healthcare Operations

- We may use and disclose health information about you for healthcare operations. These uses and disclosures are necessary to operate The Highlands at Wyomissing and make sure that all of our patients receive quality care.

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 combine health information about many patients to decide what additional services The Highlands at Wyomissing should offer, what services are not needed, and whether certain new treatments are effective.
- We may also disclose information to doctors, nurses, technologists, therapists, medical students, and other personnel at The Highlands at Wyomissing for review and learning purposes.
- We may also combine the health information we have with health information from other retirement communities to compare how we are doing, and see where we can make improvements in the care and services we offer. We may remove information that identifies you from this set of health information so others may use it to study healthcare and healthcare delivery without learning who the specific residents are.

Appointment Reminders\Transportation

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

Treatment Alternatives

- We may use and disclose health information to tell you about or recommend possible treatment options or alternatives that may be of interest to you.

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.

Fundraising Activities

- We may use information, such as your name, address, and phone number, to contact you in an effort to raise money for The Highlands at Wyomissing.
- If you do not want The Highlands at Wyomissing to contact you for fundraising efforts, you must notify the Privacy Officer in writing.