



Notice of Privacy Practices

Effective: 04/01/2004

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.

Pikeville Medical Center (PMC) and the members of its medical staff who may provide treatment to you at this facility and the corporations or other legal entities through which those physicians may render such treatment (hereinafter collectively "Physicians") use health information about you for treatment, to obtain payment for treatment, for administrative purposes, and to evaluate the quality of care that you receive. Your health information is contained in a medical record that is the physical property of Pikeville Medical Center (PMC).

How PMC May Use or Disclose Your Health Information

For Treatment. PMC and the Physicians may use and disclose your health information to provide you with medical treatment or services. For example, information obtained by a health care provider, such as a doctor, nurse, or other person providing health services to you, will record information in your record that is related to your treatment. This information is necessary to determine what treatment you should receive. Health care providers will also record actions taken by them in the course of your treatment and how you respond to the actions.

For Payment. PMC and the Physicians may use and disclose your health information to others for purposes of receiving payment for treatment and services that you receive. For example, a bill may be sent to you or a third-party-payor, such as an insurance company or health plan. The information on the bill may contain information that identifies you, your diagnosis, and treatment or supplies used in the course of treatment.

For Health Care Operations. PMC and the Physicians may use and disclose health information about you for operational purposes. For example, your health information may be disclosed to members of the medical staff, risk or quality improvement personnel, and others to:

- evaluate the performance of the medical staff, hospital employees, and others;
- assess the quality of care and outcomes in your cases and similar cases;
- learn how to improve our facilities and services; and
- determine how to continually improve the quality and effectiveness of the health care we provide.

Appointments. PMC and the Physicians may use your information to provide appointment reminders or information about treatment alternatives or other health-related benefits and services that may be of interest to the individual.

Fund Raising. PMC may use information to contact you to raise funds for the hospital.

Required by Law. PMC and the Physicians may use and disclose information about you as required by law. For example, PMC and the Physicians may disclose information for the following purposes:

- for judicial and administrative proceedings pursuant to legal authority;
- to report information related to victims of abuse, neglect, or domestic violence; and
- to assist law enforcement officials in their law enforcement duties.

Public Health. Your health information may be used or disclosed for public health activities such as assisting public health authorities or other legal authorities to prevent or control disease, injury, or disability, or for other oversight activities.

Decedents. Health Information may be disclosed to funeral directors or coroners to enable them to carry out their lawful duties.

Organ/Tissue Donation. Your health information may be used or disclosed for cadaveric organ, eye, or tissue donation purposes.

Research. PMC may use your health information for research purposes, when an institutional review board or privacy board that has reviewed the research proposal and established protocols to ensure the privacy of our health information has approved the research.

Health and Safety. Your health information may be disclosed to avert a serious threat to the health or safety of you or any person pursuant to applicable law.

Government Function. Your health information may be disclosed for specialized government functions such as protection of public officials or

reporting to various branches of the armed services.

Workers Compensation. Your health information may be used or disclosed in order to comply with laws and regulations related to Workers Compensation.

Other Uses. Other uses and disclosures will be made only with your written authorization and you may revoke the authorization except to the extent PMC has taken in reliance on such.

Your Health Information Rights

You have the right to:

- request a restriction on certain uses and disclosures of your health information; however, PMC and the Physicians are not required to agree to a requested restriction;
- obtain a paper copy of the notice of information practices upon request;
- inspect and obtain a copy of your health record;
- amend your health record;
- request communications of your health information by alternative means or at alternative locations;
- revoke your authorization to use or disclose health information except to the extent that action has already been taken; and
- receive an accounting of disclosures made of your health information.

Complaints

You may complain to PMC or to the Department of Health and Human Services if you believe your privacy rights have been violated. You will not be retaliated against for filing a complaint. **All complaints made to Pikeville Medical Center must be in writing.**

Obligations of Pikeville Medical Center

PMC and the Physicians are required by law to:

- maintain the privacy of protected health information;
- provide you with this notice of its legal duties and privacy practices with respect to your health information;
- abide by the terms of this notice;
- notify you if we are unable to agree to a requested restriction on how your health information is used or disclosed;
- accommodate reasonable requests you may make to communicate health information by alternative means or at alternative locations; and
- obtain your written authorization to use or disclose your health information for reasons other than those listed above and permitted under the law.

Joint Notice

This Notice of Privacy Practices is intended as a Joint Notice on behalf of those persons and entities described on the first page hereof. The joint nature of this notice is for compliance with certain requirements of the Health Insurance Portability and Accountability Act only, and in no way is intended to imply that any physician is an employee of PMC or that PMC is legally responsible for the acts and omissions of the Physicians or other entities with respect to privacy of your health information or otherwise.

Pikeville Medical Center reserves the right to change its information practices and to make the new provisions effective for all protected health information it maintains. Revised notices will be made available to you upon receiving a written request from you on or after the effective date of any revision. Revised notices will be posted on the PMC web site and in the *Medical Leader* within 60 days of a material revision.

Contact Information for Requests for inspection

If you have any questions, requests for inspection or complaints, please contact:

Privacy Officer
Pikeville Medical Center
911 Bypass Road
Pikeville, Kentucky 41501

Privacy Hotline: 606-432-3542

As a patient at Pikeville Medical Center, we respect your right:

- to be viewed as an individual with unique health care needs to which we will respond to in a considerate and positive manner respectful of your personal values, beliefs, and dignity.
- to participate in the development and implementation of an individualized plan of care with consideration of the psychosocial, cultural, spiritual, and personal values, beliefs or preferences that influence the perceptions of illness embraced by you and your family or significant others.
- to make informed decisions regarding your care; to information about your health status and to accept or refuse treatment (to the extent permitted by law) after being informed of the expected benefits, potential discomforts, risks, alternative therapies, and procedures to be followed. Refusal of treatment does not compromise your access to hospital services.
- to have a family member or representative of your choice and your own physician notified of your admission to the hospital.
- to make end of life decisions (by having an advanced directive, such as a living will) about your care and treatment, and to designate a surrogate decision-maker with the expectation that the hospital will honor the intent of that directive to the extent permitted by law and hospital policy.
- to know the identity and professional status of the staff responsible for your care. This includes the association with any other healthcare or educational institutions involved in your care.
- to receive care in a safe setting, personal privacy, and confidentiality of information, within the requirements of the law.
- to designate representation if you are a minor, unable to communicate your wishes regarding treatment, medically incapable of understanding the proposed treatment or procedure, or determined to be legally incompetent.
- to comfort measures provided with dignity, including, but not limited to, medication administration, spiritual counseling, and nursing care.
- to receive appropriate information about and give informed consent prior to being involved/enrolled in any clinical research investigations, or clinical trials.
- to request a transfer to another facility, when medically appropriate and legally permissible.
- to be cared for in an environment that is free from all forms of abuse or harassment.
- to ask and be informed of the existence of business relationships among the hospital, educational institutions, other health care providers, or payers that may influence your treatment or care.
- to ask and be informed of:
 - hospital policies & practices that relate to patient care, treatment and responsibilities.
 - available resources for resolving disputes, grievances, and conflicts, such as ethics committees, patient representatives, or other mechanisms available.
 - the hospital's charges for services and available payment methods.
- to receive, subject to your consent (or your support person, when appropriate) visitors whom you designate, including, but not limited to, a spouse, a domestic partner (including a same-sex domestic partner), another family member or friend, and your right to deny or withdraw consent at any time.
- to be informed about any restrictions or limitation on visitation due to your medical condition or environment. PMC does not restrict or limit visitation due to color, race, national origin, religion, sex, gender identity, sexual orientation or disability.

Each patient should receive a copy of these patient rights at the time of admission or treatment. Continuous monitoring will be conducted to assure no patient right is violated. Advance directives are encouraged upon admission.

What to do if You Have Questions or Concerns

Questions and concerns regarding your individual plan of care are usually best addressed with your physician, nurse, or other healthcare provider since they are most familiar with healthcare needs. Concerns related to the overall quality of your care and treatment at our facility, should they arise, are best addressed directly with the floor, Department Director, the House Administrator, or the Risk Manager. If you need to contact the Chief Nursing Officer (CNO) or the Risk Manager, pick up your room phone and dial "0", and ask the operator to connect you to the Chief Nursing Officer or Risk Manager.

Risk Manager: 606-218-4629
Chief Nursing Officer: 606-218-4806
Administrative Staff: 606-218-3994

The administration and staff at Pikeville Medical are committed to providing quality health care for you and your family and will make every reasonable effort to address your concerns in a timely and appropriate manner if given the opportunity. The hospital allows the patient to voice complaints and recommend changes freely without being subject to coercion, discrimination, reprisal or unreasonable interruption of care. However, you do have the right to file a complaint with appropriate agency regardless of whether or not you utilize the hospital grievance process. Those agencies may be reached at the numbers and addresses listed: Pike County Dept. Of Protection & Permanency, Pike County Courthouse, Main Street, Pikeville, Kentucky 41501 (606) 433-7596, Office of Inspector General, Division of Licensing & Regulation, Kentucky Cabinet for Health Services, Region C, 100 State Police Road, London, KY 40741, (606)330-2030, and the Joint Commission, 1 Renaissance Blvd, Oakbrook Terrace, IL 60181, (800) 994-6610.

Thank you for choosing Pikeville Medical Center as your healthcare provider. We value your patronage and look forward to Serving you again in the future should the need arise.

Pikeville Medical Center

(606) 218-3500
Pikeville, Kentucky

BILLING AND INSURANCE PROCEDURES

I. PURPOSE

Pikeville Medical Center recognizes that it is to render medical care to all persons in need of medical care regardless of their ability to pay. Pikeville Medical Center recognizes that it must render medical to patients for as low as cost as possible.

Pikeville Medical Center recognizes that the accounts not paid by the patients are a part of the cost which must be carried by the patients who pay their accounts.

Pikeville Medical Center recognizes that it has a responsibility to see that all accounts are paid and that proper business practices are followed regarding patients who are delinquent in paying their accounts.

II. INPATIENTS

A. Preadmissions:

Pikeville Medical Center will "preadmit" all patients when possible. The method the responsible party intends to use for payment of his account will be verified prior to the patient being admitted whenever possible. Patients eligible for charity programs will be identified at this time whenever possible.

B. Third Party Coverage:

Pikeville Medical Center will extend credit on third party benefits assigned to the hospital after coverage has been cleared through the third party. Amounts in excess of third party coverage will be determined by computations on the insurance Review/Financial Analysis form, and those amounts will be collected as a deposit prior to admission, or immediately upon the patient's discharge.

C. Cash Payment:

Pikeville Medical Center will require advance payment on all accounts prior to service being rendered for patients who do not have third party coverage.

D. Monthly Payments:

Pikeville Medical Center is not a profit making institution and therefore, will not be capable of building up large cash reserves. It is impossible to carry long-term financing without the proper funds, therefore, monthly payments will be discouraged. After all other methods of payment have been exhausted, monthly payments will be accepted based on balance owed.

E. Non-Emergency Admission:

Pikeville Medical Center will deny non-emergency medical services to patients who have bad debt accounts. The responsible party will be given an opportunity to pay his old accounts and meet the requirements for current admission prior to the patient's admission. Those non-emergency admissions who are unable to meet deposit requirements or make satisfactory arrangements will be requested to reschedule their admissions for a time when they will be able to meet the deposit requirements.

F. Emergency Admission:

Pikeville Medical Center will admit and render emergency medical services to patients regardless of their ability to pay. Emergency admissions will be certified by the admitting member of the medical staff. The responsible party will be contacted while the patient is in the hospital and payment of the account, according to the hospital policy, will be encouraged.

G. Deviations:

In extenuating circumstances, the above policies may be deviated from, if in the best interest of the by the hospital CEO or his designee.

III. REFERRED DIAGNOSTIC SERVICES

A. Third Party Coverage:

Pikeville Medical Center will extend credit on third party benefits assigned to the hospital if the patient presents adequate information to determine coverage and proper filing of the claim.

B. Cash Payment:

Pikeville Medical Center will require cash payment prior to rendering of services for non-emergency diagnostic where third party coverage or approval of credit has not been determined, and/or for the difference in insurance coverage and the total amount of charge.

C. Monthly Payment:

Pikeville Medical Center will extend thirty (30) day credit on non-emergency diagnostics by approval of authorized hospital personnel only.

D. Emergency Diagnostic Services:

Pikeville Medical Center will perform the diagnostic service for any patient regardless of their ability to pay when they are referred by a member of the medical staff who certifies on the requisition "Emergency Procedure."

E. Non- Emergency Diagnostic Services:

Pikeville Medical Center will deny non-emergency diagnostic services to patients who do not adhere to the above policy.

IV. EMERGENCY ROOM

Pikeville Medical Center will render emergency medical services to all patients regardless of their ability to pay when they require emergency medical services in our Emergency Room.

A. Third Party Coverage:

Pikeville Medical Center will extend credit on third party benefits to the hospital if the patient presents adequate information to determine coverage and proper filing of the claim.

B. Cash Payments:

Pikeville Medical Center will request cash payment for services rendered in the Emergency Room if A above is not met.

C. Monthly Payments:

Pikeville Medical Center will extend thirty (30) day credit to patients receiving services in the Emergency Room when they do not have third party coverage or cannot pay at time of service.

V. BILLING

A. Third Party Coverage:

Pikeville Medical Center will bill all the third party payers for the responsible party when the responsible party has furnished the hospital the necessary information and benefits are assigned to the hospital.

B. Third Party Coverage/Patient Statement:

Pikeville Medical Center will not bill the patient for a period of two billing cycles when third party coverage is pending except when the self pay portion has not been paid.

C. Patient Statement:

Pikeville Medical Center will mail statements on open accounts once each month with the exception of third party coverage falling within the two month billing, Workman's Compensation, Medicare, and Medicaid accounts.

Pikeville Medical Center

AIDS: Questions & Answers

Q: What does AIDS mean to you?

A: AIDS stands for acquired immunodeficiency syndrome. It is a disease that can destroy the body's ability to fight off illness. The AIDS virus makes you unable to fight other diseases that invade your body. These diseases can kill you. There is presently no cure for AIDS.

Many people feel that only certain "high risk groups" are infected by the AIDS virus. This is untrue. Who you are has nothing to do with whether you are in danger of being infected with the AIDS virus. What matters is what you do.

Regardless of what you may have heard, the AIDS virus is easily avoided. You can't get it through casual contact in school, in the workplace, at parties, in residence facilities and resident camps, child care centers, stores, or by going swimming in a pool where a person who has been infected by the AIDS virus has been swimming.

You also won't get it from the towels in a locker room, or the shower, or the whirlpool, or by using exercise equipment. It won't be passed through a glass or eating utensils. Nor do you have to worry about shaking hands, hugging, or being in a crowded elevator with a person who is infected with the virus.

No one has ever gotten the AIDS virus from a mosquito or any other insect bite, or from a toilet seat, urine, excrement, sweat, saliva, or even from a kiss.

There are actually very few ways you can be infected by the AIDS virus. It is transmitted through semen, vaginal secretions, and blood. Therefore, you can become infected by having sex with an infected person, or by using drugs and sharing a needle and syringe.

Babies of women who have been infected with the AIDS virus may be born with the infection because it can be transmitted from the mother's blood to the baby before or during birth. People with hemophilia and others have been infected by receiving blood (see below).

Q: What about giving and receiving blood?

A: You are not now, nor have you ever been, in danger of getting AIDS from giving blood at a blood bank. The needles that are used for blood donations are brand new. Once they are used, they are destroyed. There is no way you can come into contact with the AIDS virus by donating blood.

Some people were infected with the AIDS virus by getting blood transfusions prior to 1985, before the virus was identified. Today, all donated blood in the U.S. is tested to make it as safe as possible for those who need it. Call your local blood bank if you have any questions.

Q: Can anyone be infected with the AIDS virus?

A: YES. The homosexual population was the first to be infected by the disease in this country. But no matter what you've heard or read, the number of heterosexual cases is growing.

The people who have died of AIDS in this country have been male and female, rich and poor, white, black, Hispanic, Asian, and American Indian.

Q: How do you avoid AIDS?

A: Keeping yourself safe from AIDS is relatively easy. You have to avoid sex with anyone who is infected with the virus, and never share needles and syringes.

There is no way to tell if someone is infected without a blood test. If you have sex with someone infected with the virus, you are at risk of becoming infected.

Condoms with a spermicide are the best means now available for preventing sexual transmission for those who do not practice abstinence and have not formed a mutually faithful, monogamous relationship with an uninfected partner.

(continued on the reverse side)

If you are giving first aid to someone who is bleeding, you may want to wear rubber gloves, if they are available, to avoid contact with blood. If blood gets on your skin, simply wash it off with soap and water.

Q. What if you think you might have the AIDS virus?

A: You have probably heard about the “AIDS Test.” The test doesn’t actually tell you if you have AIDS. It shows if you have been infected with the virus. The test looks for changes in the blood that occur after you have been infected with the virus.

The Public Health Service recommends that you should be counseled and tested if, since 1978, you have had any sexually transmitted disease or have shared needles for injecting drugs; if you are a man who has had sex with another man; or if you have had sex with a prostitute, male or female. You should also be tested if you have sex with anyone who has done any of these things.

If you are a woman who has been engaging in risky behavior and you plan to have a baby or are not using birth control, you should be tested. Your doctor may advise you to be tested if you received a blood transfusion between 1978 and 1985.

There’s been a great deal in the press about problems with the test. It is very reliable if it is performed by a good laboratory and the result are interpreted by a knowledgeable physician or counselor. It can also be done confidentially.

If you have engaged in risky behavior, speak frankly to a doctor who understands the AIDS problem, or to an AIDS counselor.

Q. Would you like more information?

A: If you’d like to know more about AIDS, talk to your doctor, local health department, or hospital. In addition, you can get helpful, confidential information from the National AIDS hotline, 1-800-342-AIDS. It’s open 24 hours a day. The Spanish hotline is 1-800-344-SIDA (1-800-344-7432). The hotline number for the hearing impaired is 1-800-AIDS-TTY.

It’s not easy to be infected with the AIDS virus.

The AIDS virus can only be transmitted in certain ways. You cannot get the disease from the pool, locker room, exercise equipment, or from any kind of casual, everyday contact. You may become infected if you

- have sex with someone infected with the AIDS virus
- use a needle and syringe that have previously been used by someone with the AIDS virus
- are born to a woman who is infected with the AIDS virus

Source: “AIDS And You.” Centers for disease Control, U.S. Public Health Service