



## 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.

DATE OF NOTICE: September 10, 2007

### **SECTION A: Uses and Disclosures of Protected Health Information**

Under applicable law, we are required to protect the privacy of your individual health information (information we refer to in this notice as "Protected Health Information"). We are also required to provide you with this Notice regarding our policies and procedures regarding your Protected Health Information and to abide by the terms of this notice, as it may be updated time to time.

We are permitted to make certain types of uses and disclosures under applicable law for treatment, payment, and healthcare operations purposes. We may obtain information to dispense prescriptions and provide durable medical equipment and for the documentation of pertinent information in your records that may assist us in managing your medication therapy or your overall health. For treatment purposes, such use and disclosure will take place in providing, coordinating, or managing healthcare and its related services by one or more of your providers, such as when your pharmacist consults with your physician or a specialist regarding your medications, treatment, or condition.

For payment purposes, such use and disclosure will take place to obtain or provider reimbursement for providing pharmaceutical care services or durable medical equipment, such as when your case is reviewed to ensure that appropriate care was rendered. For reimbursement purposes, your Protected Health Information may be disclosed to one or several intermediaries employed by your plan sponsor including but not limited to insurers, pharmacy benefit managers, claims administrators and computer switching companies.

For healthcare operations purposes, such use and disclosure will take place in a number of ways including for quality assessment and improvement; provider review and training; underwriting activities; reviews and compliance activities; and planning, development, management and administration. Your information could be used for example, to assist in the evaluation of the quality of care that you were provided.

We store some of your Protected Health care Information in electronic computer files. We backup our electronic records daily on site, and employ other precautions to safeguard the integrity of your Protected Healthcare Information. In spite of these precautions, it is possible but unlikely that a computer crash or other technological failure could case the loss of data. In addition, reasonable safeguards are employed to protect your Protected Health Information stored on electronic media.

In addition, we may contact you to provide refill reminders, wellness events, or information as required by law.

Other uses and disclosures will be made with your written authorization, and you may revoke your authorization by notifying us as described in Section B.

You may ask us to restrict uses and disclosures of your Protected Health Information: (i) inspection and copying; (ii) amendment or correction; (iii) an accounting of the disclosures of this information by us (we are not required to account to you for disclosures made for treatment, payment, operations, disclosures to you, disclosures to your caregivers, for notifications or as otherwise excluded by law); and (iv) the right to receive a paper copy of this notice upon request. We may require you to pay for this request to cover our costs of copying, labor, and postage.

In addition, you may request, and we must accommodate the request, if reasonable, to receive communications of Protected Health Information by alternative means or at alternative locations. To make this request please contact, in writing: Knox Professional Pharmacy, Inc., Cindy Broughton, Privacy Officer, 511 Knox Street, Barbourville, KY 40906, (606) 546-3171 extension 11.

We may use your name to reference your prescriptions, pharmaceutical care services, and durable medical equipment services. You may be required to sign a signature log form to acknowledge receipt of service, to acknowledge receipt of this Notice and the disclosure of Protected Health Information as outlined herein. This information may be disclosed by us to other persons who ask for you or your prescriptions or durable medical equipment by name. You may restrict or prohibit these uses and disclosures by notifying a pharmacy representative orally or in writing of your restriction of prohibition. We are not required to honor these requests. We are able to provide treatment services to you even if you object to sign the acknowledgement of the receipt of this Notice or if we decide not to honor a request regarding the information in this document. In the event of an emergency or your incapacity, we will do in our reasonable judgment what is consistent with your known preference, and what we determine to be in your best interest. We will inform you of any such uses or disclosures if uses and disclosures would require your signed authorization under such circumstances and give you an opportunity to object as soon as practicable.

We may disclose to one of your family members, to a relative, to a close personal friend, a caregiver, or to any other person identified by you, Protected Health Information that is directly relevant to the person's involvement with your care or payment related to your care. In addition, we may use or disclose the Protected Health Information to notify, identify, or locate a member of your family, your personal representative, another person responsible for care, or certain disaster relief agencies of your location, general condition, or death. If you are incapacitated, there is an emergency, or you object to this use or disclosure, we will do in our judgment what is in your best interest regarding such disclosure and will disclose only the information that is directly relevant to the person's involvement with your healthcare. We will also use our judgment and experience regarding your best interest in allowing people to pick-up your filled prescriptions, or other similar forms of Protected Health Information.

We reserve the right to change the terms of this Notice and to make new Notice provisions effective for all Protected Health Information we maintain. You may receive a copy of this Notice by contacting us as outlined in Section B or upon the receipt of pharmacy care services or durable medical equipment.

If you believe that your privacy rights have been violated, you may complain to us at the location described in Section B or to the Secretary of the Department of Health and Human Services, Hubert H. Humphrey Building, 200 Independence Avenue SW, Washington, DC 20201. You will not be retaliated against for filing a complaint.

### **Section B: Contacting Us**

You may contact us for further information at: Knox Professional Pharmacy, Inc., Cindy Broughton, Privacy Officer, 511 Knox Street, Barbourville, KY 40906, (606) 546-3171 extension 11.