1.0 PURPOSE

To protect patient privacy rights regarding fundraising activities and to comply with the Health Insurance Portability and Accountability Act (HIPAA) Privacy Regulations and the Health Information Technology for Economic and Clinical Health (HITECH) Act.

2.0 SCOPE

The UMC Disclosure of Protected Health Information (PHI) through Fundraising Activities Policy applies to any UMC employee who discloses PHI for fundraising activities.

3.0 STANDARDS

All fundraising activities that involve the use of protected health information are coordinated through the Office of the Vice Chancellor or a designee of the University of Mississippi Medical Center (UMC).

UMC may use and disclose to a business associate or to an institutionally related foundation, the following protected health information for the purposes of raising funds for its own benefit, without obtaining an authorization:

- Demographic information relating to an individual including name, address or other contact information, age, gender, and date of birth;
- Dates of health care provided to an individual;
- Department of service who provided care to an individual;
- Treating physician of an individual;
- Outcomes information of an individual; and
- Health insurance status of an individual.
UMC will include in any fundraising materials it sends to an individual a clear and conspicuous description of how the individual may opt out of receiving any further fundraising communications. The method for the individual to elect not to receive further fundraising communications will not cause the individual to incur an undue burden or more than nominal cost.

UMMCC will not condition treatment or payment on the choice to opt out of the fundraising communications.

UMC will take steps to ensure that individuals who decide to opt out of receiving future fundraising communications are not sent such further fundraising communications.

4.0 CONTACT INFORMATION

For questions about the UMC Disclosure of PHI through Fundraising Activities Policy or for more information, call the Office of Integrity and Compliance at 815-3944.