

HIPAA Confidentiality Agreement

Federal Health Insurance Portability and Accountability Act

It is the responsibility of all marketing staff to preserve and protect confidential patient, employee and business information.

All patients have a right to privacy and all staff including marketers must respect this right and comply with marketing agency and the federal law, which insures this right.

Any information that can identify a patient is considered "Protected Health Information" (PHI) Divulging this information either written or oral is a violation.

I understand and acknowledge that:

- I shall respect and maintain the confidentiality of all discussions, deliberations, patient care records and any other information generated in connection with individual patient care.
- It is my legal and ethical responsibility to protect the privacy, confidentiality and security of all medical records, proprietary information and other confidential information related to the marketing agency and its affiliates, including business, employment and medical information relating to our patients, members, employees and health care providers.
- I agree to discuss confidential information only for job related purposes and to not discuss such information outside of the work place or within hearing of other people who do not have a need to know about the information.

I hereby acknowledge that I have read and understand the foregoing information. I understand that inappropriate disclosure or release of patient information is grounds for termination and or legal actions taken. My signature below signifies my agreement to comply with the above terms.

Name: (Print) _____

Signature: _____ **Date:** _____