



Privacy Policy for Advanced Women's Care of the Lowcountry

Effective Date: 01/01/2024

Advanced Women's Care of the Lowcountry ("we," "us," or "our") is committed to protecting the privacy and confidentiality of our patients' health information. This Privacy Policy outlines how we collect, use, disclose, and protect your Protected Health Information (PHI) as required by the Health Insurance Portability and Accountability Act of 1996 (HIPAA). **We do not share or sell any personal information to third parties for marketing or promotional purposes.**

1. Collection of Information

- We collect health information directly from patients to provide quality healthcare services. This may include your medical history, treatment information, and any other health-related information necessary for your care.
- We may collect information from other healthcare providers, labs, pharmacies, and insurance companies as authorized or required to provide comprehensive care.

2. Use and Disclosure of Health Information

- **For Treatment:** We may use your PHI to provide you with medical treatment and coordinate care with other healthcare providers.
- **For Payment:** Your PHI may be used to process billing, payments, and manage claims with insurance providers.
- **For Healthcare Operations:** We may use PHI to improve our services, conduct quality assessments, and comply with legal requirements.

3. Patient Rights

- **Right to Access:** You have the right to access your medical records and request copies of your health information.
- **Right to Amend:** You may request amendments to your health information if you believe it is inaccurate or incomplete.
- **Right to an Accounting of Disclosures:** You may request a record of certain disclosures of your PHI that we have made, other than those for treatment, payment, or healthcare operations.
- **Right to Request Confidential Communications:** You may request that we communicate with you through a preferred method or contact information, such as a specific phone number or mailing address.
- **Right to Restrict Use and Disclosure:** You may request restrictions on certain uses and disclosures of your PHI, although we are not legally required to agree to all restrictions.

4. Security of Health Information

- We use reasonable administrative, physical, and technical safeguards to protect PHI against unauthorized access, disclosure, or misuse.



- Electronic PHI (ePHI) is secured through encrypted systems and regularly monitored security protocols.
- Only authorized staff members have access to PHI on a need-to-know basis for performing their duties.

5. Disclosure to Third Parties

- We may disclose PHI to third parties who perform services on our behalf (e.g., billing services or laboratory testing) and are contractually bound to protect this information.
- PHI may also be disclosed if required by law, such as in response to subpoenas or to prevent or lessen a serious and imminent threat to public safety.

6. Electronic Communications and Consent

- With your consent, we may communicate with you via email, text messaging, or other electronic means. We take steps to ensure these communications are HIPAA-compliant, but please be aware that these methods may carry some risk.
- You may opt out of electronic communications at any time by notifying us in writing.

7. Changes to the Privacy Policy

- We may update this Privacy Policy from time to time. When we make changes, we will update the “Effective Date” at the top of the policy.
- The revised Privacy Policy will be available on our website and at our office, and we encourage you to review it periodically.

8. Questions and Complaints

- If you have questions about this Privacy Policy or believe your privacy rights have been violated, you may file a complaint with us or directly with the U.S. Department of Health and Human Services (HHS).
- **Contact Information:**
 - **Privacy Officer:** Kate Harper
 - **Phone:** 843-341-9700
 - **Address:** 29 Plantation Park Dr, Ste 401, Bluffton, SC 29910
 - **Email:** kate@awclc.com

We are committed to ensuring your health information remains private and secure and will take all necessary steps to comply with legal and ethical standards.

Acknowledgment of Receipt: By engaging with our services, you acknowledge receiving this Privacy Policy and consent to our practices as outlined above.