



# SMS and Text Messaging Policy

## 1. Purpose of SMS Communications

Pulmonary and Sleep Associates of South Florida (“we,” “our,” or “us”) uses SMS (text messaging) to provide essential healthcare-related communications to our patients. These messages may include:

- Appointment confirmations and reminders
- Changes to scheduled appointments
- Prescription notifications
- Billing and insurance updates
- Pre- and post-procedure instructions
- Other administrative healthcare-related messages

**No Marketing or Promotional Messages:** We do not send marketing, promotional, or advertising messages under any circumstances.

## 2. Consent for SMS Messaging

By providing your mobile phone number and verbally agreeing to receive SMS messages, you imply consent to receive non-marketing text messages from Pulmonary and Sleep Associates of South Florida for the purposes listed above.

- Patients are not required to sign a separate consent form for SMS messages used for healthcare-related purposes.
- Verbal consent is considered implied consent under the **Health Insurance Portability and Accountability Act (HIPAA)** and the **Telephone Consumer Protection Act (TCPA)**.
- Consent will be documented in the patient’s medical record or electronic health system.
- Patients will only receive messages related to their healthcare and will never receive marketing messages.

## 3. Message Frequency & Costs

- Message frequency will depend on your appointments and healthcare needs.
- Standard message and data rates may apply based on your mobile carrier.
- Pulmonary and Sleep Associates of South Florida is not responsible for carrier-related charges or delays in message delivery.



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#### 4. Security & Privacy Risks

While we take reasonable precautions to protect your information, SMS messaging is not a fully secure method of communication.

- Messages will **not** contain sensitive medical details but may include appointment information or general instructions.
- There is a small risk of unauthorized access if your phone is lost, stolen, or messages are intercepted.
- For highly sensitive information, patients should contact our office directly or use our **secure patient portal**.

If you have privacy concerns, please notify our office to discuss alternative communication methods.

#### 5. Opting Out & Managing Preferences

- To **stop** receiving SMS messages, reply **STOP** to any message.
- To **resume** messages, reply **START** to opt back in.
- For assistance, contact our office at **561-939-0200** or email [administration@lungdocsfl.com](mailto:administration@lungdocsfl.com).

**⚠ Important:** Opting out of SMS messaging may prevent you from receiving important healthcare-related alerts and reminders, including appointment confirmations and prescription notifications.

#### 6. Changes to This Policy

We may update this policy periodically to reflect changes in regulations or practice policies. Any updates will be:

- Posted on our website
- Available at our office upon request

If you have any questions regarding this policy, please contact our office.