

**Sperling Medical Associates**  
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*Board Certified Family Practice/Internal Medicine*  
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**Notice of Privacy Practices**

This notice describes how medical information about you may be used and disclosed and how you can gain access to this information. Please review this information.

**Treatment, Payment, and Health Care Operations**

Health information may be requested for treatment payment or general health care operations.

Examples of how we disclose information for treatment purposes are, but are not limited to:

- Setting up appointments on your behalf, if absolutely necessary
- Prescribing medications, diagnostic imaging requests, etc.
- Treatment referrals to another doctor and/or provider
- Record transfers

Examples of how we disclose information for payment purposes are, but are not limited to:

- Inquiring about insurance/form of payment
- Preparing and sending claims to your insurance/collecting balances
  - either through our practice, ZocDoc Payment, or Collection Agency if aged past 90 days

Examples of how we disclose information for operational purposes are, but are not limited to:

- Financial or insurance audits
- Licensing of doctors
- Internal quality assessment and assurance
- Personnel decisions
- Participation in managed care plans (pre-certification/pre-approval with health plan)

Other situations where your information may be disclosed without permission:

- State/federal law mandating that health information be reported for a specific purpose
- Public health purposes
  - contagious disease reporting, investigation/surveillance, FDA notices regarding drugs and/or medical devices
- Disclosures for judicial and administrative proceedings/law enforcement purposes
  - response to subpoenas/orders of courts or administrative agencies
  - provide information about who is suspected to be a victim of a crime, to provide information about a crime that happened on premises, or to report a crime that happened elsewhere
- Medical examiner, funeral home, or organ/tissue donation organizations requests for information to aid in post-mortem process
- Uses and disclosures for specialized government services, de-identified information, worker's compensation programs, and any other disclosures affected by state law
- Incidental disclosures that are an unavoidable by-product of permitted uses/disclosures
- Disclosures to business associates who perform health care operations for us and who commit to protect and respect the privacy of your health information

With your permission, we will share relevant information with your family and/or designee.

If you have any questions or concerns regarding our Privacy Policies, please contact our office at (609) 748-8200, or via fax at (609) 745-0799.