

NOTICE OF PRIVACY PRACTICES

THIS NOTICE DESCRIBES HOW HEALTH RECORDS ABOUT YOU MAY BE USED AND DISCLOSED AND HOW YOU CAN GET ACCESS TO THIS INFORMATION. PLEASE REVIEW IT CAREFULLY.

OUR PRIVACY PROMISE

At Healthy Blue, we understand the importance of handling your health records with care. We are committed to protecting the privacy of your health records. State and federal laws require us to make sure that your health records are kept private.

Federal law requires that we provide you with this Notice of Privacy Practices, which describes our legal duties and privacy practices with respect to your health records and your legal rights with respect to our use and disclosure of your health records. We are required by law to follow the terms of the Notice currently in effect.

This Notice is effective September 23, 2013, and will remain in effect until it is changed or replaced. We reserve the right to change our privacy practices and the terms of this notice at any time, as long as the law allows. These changes will be effective for all health records that we keep, including health records we created or received before we made the changes. When we make a material change to our privacy practices, we will provide a copy of a new notice (or information about the changes to our privacy practices and how to obtain a new notice) within 60 days to members who are covered under our health plan at that time. We will also post the new notice on our website at www.HealthyBlueSC.com.

HOW WE USE OR SHARE YOUR HEALTH RECORDS

Here are ways we may use or share your health records:

- Treatment: for example, to help your doctor provide your treatment and give you proper care.
- Payment: for example, to help us pay the bills your provider sends us.
- Health Care Operations: for example, to help us run our health plan and ensure that you receive quality care. We may not use or share genetic information for underwriting purposes. To help manage your health. We may tell your doctor about a program that could improve your health.
- To remind you that you have a doctor visit.
- To tell you about other treatments and programs. For example, how to stop smoking or lose weight.

www.HealthyBlueSC.com

BlueChoice HealthPlan is an independent licensee of the Blue Cross and Blue Shield Association. BlueChoice HealthPlan has contracted with Amerigroup Partnership Plan, LLC, an independent company, for services to support administration of Healthy Connections

- To help resolve a complaint filed by you or one of our doctors.

We also may share your health records with a family member, friend or other person who is involved in your health care or payment for your health care. Before we disclose your health records with that person, we will ask you for your approval. If you are not available or unable to tell us due to illness or injury, we will decide what action is in your best interest.

State and federal law may require us to share your health records for reasons including the following:

- To state and federal agencies that manage us. For example, the South Carolina Department of Health and Human Services.
- To a public health agency. For example, to avoid a serious public health or safety threat.
- To a court of law.
- To law enforcement. For example, to help stop child abuse.
- To a coroner, medical examiner or funeral director to help find a cause of death.
- To a medical facility for organ donor or transplant purposes.
- To government officials. For example, for national security.
- For workers' compensation.
- For disaster relief.

WHEN WE NEED YOUR APPROVAL TO USE OR SHARE YOUR HEALTH RECORDS

Before we can use or share your health records for any reason other than one of those listed above, we must first get your written approval. If you give us approval and later decide you want to withdraw it, you can let us know and we will stop using or sharing your medical records for that reason.

Other than for the reasons listed above, we may not use or share your health records without your written approval. You may give us the right to share your health records with another individual for any reason. We have a form for that purpose and will send it to you upon request. You may take back your approval at any time by telling us in writing.

We must get your approval to use or disclose psychotherapy notes, except when it is required by law. We must get your approval to sell your health records to a third party. We must get your approval to send you information about health-related products or services, except those that are offered by us or associated with your health plan.

WHAT ARE YOUR RIGHTS?

The following are your rights with respect to your health records.

- ***You have the right to ask us to limit how we use or share your health records.*** We will try to do as you ask, but the law does not say we have to.
- ***You have the right to look at and get a paper or electronic copy of your health records that we have.*** This includes anything we use to make decisions about your health care.
- ***You have the right to ask us to send your information in another way or to another address.*** For instance, if you believe that you might be in danger if we mail your records to your home address, you can ask us to use another mailing address.
- ***You have the right to ask us to change your health records that we have.*** For instance, if you believe that information in your health records is missing or incorrect, you can ask us to make the changes.
- ***You have the right to receive a list of when we have given your records to others during the past six years.*** We do not have to include any times we shared information with your approval or as allowed by law.
- ***You have the right to notice of breach***
You have the right to be notified about a breach of any of your unsecured protected health information.

QUESTIONS AND COMPLAINTS

If you have a question about our privacy practices, or if you wish to receive a paper copy of this notice, please call our Customer Care Center at **1-866-781-5094**. We are available Monday through Friday from 8 a.m. to 6 p.m.

If you believe we may have violated your privacy rights, you may submit a written complaint to the address below.

Contact Information

Attn: Privacy Official
Healthy Blue
P.O. Box 100124
Columbia, SC 29202-3124

You also may submit a written complaint to the U.S. Department of Health and Human Services. We will provide you with that address upon request.

We support your right to the privacy of your health records. We will not retaliate in any way if you choose to file a complaint with us or with the U.S. Department of Health and Human Services.