

Right to Request Confidential Communications. You have the right to request that we communicate with you about medical matters in a certain way or at a certain location. For example, you can ask that we only contact you by telephone at work or that we only contact you by mail at home. Your request must specify how or where you wish to be contacted. We will accommodate all reasonable requests.

Right to Inspect and Receive a Copy. You have the right to inspect and receive a copy of PHI that may be used to make decisions about your care. Usually, this includes medical and billing records. Psychotherapy notes may not be inspected or copied.

If you request a copy of your PHI, we may charge a fee for the costs of copying, mailing or other supplies associated with your request. We may deny your request to inspect or receive a copy in certain very limited circumstances. If you are denied access to PHI, we will notify you in writing, and you may request that the denial be reviewed.

Right to Amend. If you believe that PHI we have about you is incorrect or incomplete, you may ask us to amend the information. You have the right to request an amendment for as long as the information is kept by Premier OB/GYN of Manatee. You must provide the request in writing and include a reason that supports your request.

We may deny your request for an amendment if it is not in writing or does not include a reason to support the request. In addition, we may deny your request if you ask us to amend information that: (1) was not created by us, unless the person or entity that created the information is no longer available to make the amendment; (2) is not part of the PHI kept by Premier OB/GYN of Manatee; (3) is not part of the information that you would be permitted to inspect and copy; or (4) is accurate and complete. Premier OB/GYN of Manatee will notify you in writing whether we agree or do not agree with your amendment request.

Additionally, if we grant the request, we will make the correction and distribute the correction to those who need it and those you identify that you want to receive the corrected information

Right to an Accounting of Disclosures. You have the right to request an "accounting of disclosures" that have been made by Premier OB/GYN of Manatee in the past six (6) years. The accounting (or list) of disclosures will include: (1) the date of the disclosure; (2) the name of the entity or person who received the PHI and, if known, the address; (3) a brief description of the PHI disclosed; and (4) a brief statement of the purpose of the disclosure.

Your request must state a time period not longer than six (6) years and may not include dates before January 1, 2006 when Premier OB/GYN of Manatee opened. The first list you request within a twelve (12) month period will be free of charge. For additional lists, we will charge you for the costs of providing the list. We will notify you of the cost involved and you may choose to withdraw or modify your request at that time before any costs are incurred.

Contact information for these rights. Any requests related to these rights should be directed to:
Practice Administrator
Premier OB/GYN of Manatee, PLLC
5323 4th Avenue Circle East, Bradenton, FL 34208

Right to a Paper Copy of This Notice. You have the right to a paper copy of this notice. You may ask us to give you a copy of this notice at any time. Even if you have agreed to receive this notice electronically, you are still entitled to a paper copy of this notice. To obtain a paper copy of this notice, contact Premier OB/GYN of Manatee at the above address.

Access to Electronic Copy of This Notice. You may obtain an electronic copy of this notice at www.premierobgyn-fl.com.

Changes to this Notice

We reserve the right to change this notice. We reserve the right to make the revised or changed notice effective for medical information we already have about you as well as any information we receive in the future. We will post a copy of the current notice on our web site at www.premierobgyn-fl.com. You may at anytime request a copy of the current notice in effect at Premier OB/GYN of Manatee office.

For More Information or to Report a Problem

If you have questions or would like additional information, you may contact Premier OB/GYN of Manatee at 941-745-5115.

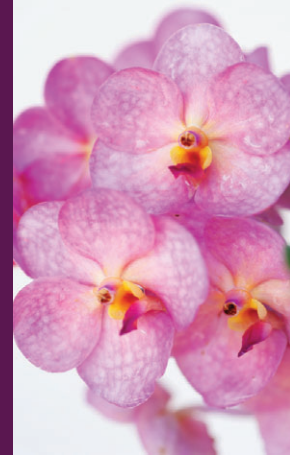
If you believe your privacy rights have been violated, you can file a complaint with:

Practice Administrator
Premier OB/GYN of Manatee
5323 4th Avenue Circle East, Bradenton, FL 34208
or
Office for Civil Rights
U.S. Department of Health and Human Services
200 Independence Avenue, S.W., Room 509F, HHH Building
Washington, D.C. 20201
There will be no retaliation for filing a complaint.

Premier
OB/GYN OF MANATEE
Obstetrics & Gynecology

5323 4th Avenue Circle East
Bradenton, FL 34208
Ph: 941-745-5115 Fax: 941-750-6538
premierobgyn-fl.com

Premier
OB/GYN OF MANATEE
Obstetrics & Gynecology



Notice of Privacy Practices

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



NOTICE OF PRIVACY PRACTICES

Purpose of this Notice

We are required by law to maintain the privacy of your protected health information (PHI). This notice applies to all records of the health care and services you received at Premier OB/GYN of Manatee. This notice will tell you about the ways in which we may use and disclose your PHI. This notice also describes your rights and certain obligations we have regarding the use and disclosure of your PHI.

Who Will Follow this Notice

This notice describes Premier OB/GYN of Manatee's privacy practices, as well as the privacy practices of:

- Any health care professional authorized to enter information into your Premier OB/GYN of Manatee's medical record;
- All staff employed by Premier OB/GYN of Manatee.

Premier OB/GYN of Manatee's Commitment

We are required by law to:

- Make sure that your PHI is kept private;
- Give you this notice of our legal duties and privacy practices with respect to your PHI;
- Follow the terms of this notice as long as it is currently in effect. If we revise this notice, we will follow the terms of the revised notice as long as it is currently in effect;
- Train our personnel concerning privacy and confidentiality; and
- Mitigate (lessen the harm of) any breach of privacy/confidentiality.

Each time you visit Premier OB/GYN of Manatee, a record of your visit is made. Typically, this record contains your symptoms, examination and test results, diagnoses, treatment, and a plan for care or treatment. This information, often referred to as your health or medical record, serves as a:

- basis for planning your care, treatment and any follow up care you may need;
- means of communication among the many health professionals who contribute to your care;
- legal document describing the care you received; means by which you or a third-party payer (for example, insurance carriers, Medicare, Medicaid) can verify that services billed were actually provided;
- tool in educating health professionals;
- source of information for medical research;
- source of information for public health officials charged with improving the health of the nation;
- source of information for facility planning and marketing; and
- tool which can be used to assess and continually improve the care rendered and the results achieved.

Understanding what is in your record and how your health information is used helps you to:

- ensure its accuracy;
- better understand who, what, when, where and why others may access your health information; and
- make more informed decisions when authorizing disclosure to others.

How We May Use and Disclose Information about You

The following categories (listed in bold-face print, below) describe different ways that we use and disclose your protected health information (PHI). For each category of uses or disclosures we will explain what we mean and give you some examples. Not every use or disclosure in a category will be listed. However, all of the ways we are permitted to use and disclose information fall within the categories below.

For Treatment. We are permitted to use and disclose your PHI to doctors, nurses, technicians, medical students or other personnel who are involved in taking care of you at Premier OB/GYN of Manatee or provide you with medical treatment or services. Premier staff may need to coordinate different services that you need, such as lab work, diagnostic tests, and prescriptions. We also may disclose your PHI to health care providers outside of Premier OB/GYN of Manatee's who may be involved in your medical care, such as physicians who will provide specialty care, physical therapy organizations, medical equipment suppliers, and skilled nursing facilities.

For Payment. We are permitted to use and disclose your PHI so that the treatment and services you receive at Premier OB/GYN of Manatee may be billed to (and payment may be collected from) your insurance company or a third party. We also may tell your health plan about a treatment you are going to receive to obtain prior approval or to determine whether your plan will cover the treatment.

For Health Care Operations. We are permitted to use and disclose your PHI for our business operations. These uses and disclosures are necessary to run Premier OB/GYN of Manatee and to make sure that all of our patients receive quality care.

To Business Associates for Treatment, Payment and Health Care Operations. We are permitted to disclose your PHI to our business associates in order to carry out treatment, payment or health care operations.

Appointment Reminders. We may use and disclose medical information to contact you as a reminder that you have an appointment at Premier OB/GYN of Manatee.

Treatment Alternatives. We may use and disclose medical information to give you information about treatment options or alternatives that may be of interest to you.

Health-Related Benefits and Services. We may use and disclose medical information to tell you about health-related benefits or services that may be of interest to you.

As Required By Law. We will disclose your PHI when required to do so by federal, state, or local law.

Public Health Activities. We may disclose your PHI for public health activities. For example, public health activities generally include:

- preventing or controlling disease, injury or disability;
- reporting births and deaths;
- reporting child abuse or neglect; reporting reactions to medications or problems with products;
- notifying patients of recalls of products they may be using;
- notifying a person who may have been exposed to a disease or may be at risk for contracting or spreading a disease or condition; or
- notifying the appropriate government authority if we believe a patient has been the victim of abuse, neglect or domestic violence. We will only make this disclosure if you agree or when required or authorized by law.

Health Oversight Activities. We may disclose PHI to a health oversight agency for activities authorized by law such as audits, investigations, inspections and licensure. These activities are necessary for the government to monitor the health care system, government programs, and compliance with civil rights laws.

Lawsuits and Disputes. If you are involved in a lawsuit or a dispute, we may disclose your PHI in response to a court or administrative order. We may also disclose your PHI in response to a subpoena, discovery request or other lawful process by someone else involved in the dispute, but only if efforts have been made to tell you about the request or to obtain an order protecting the information requested.

Law Enforcement. We may release PHI if asked to do so by a law enforcement official:

- in response to a court order, subpoena, warrant, summons or similar process;
- to identify or locate a suspect, fugitive, material witness or missing person, but only if limited information (e.g., name and address, date and place of birth, Social Security number, blood type and RH factor, type of injury, date and time of treatment, and date and time of death, if applicable) is disclosed;
- about the victim of a crime if, under certain limited circumstances, we are unable to obtain the victim's agreement;
- about a death we believe may be the result of criminal conduct;
- about criminal conduct we believed occurred on Premier OB/GYN of Manatee's premises; and
- in emergency circumstances to report a crime, the location of the crime or victims; or the identity, description or location of the person who committed the crime.

Coroners, Medical Examiners and Funeral Directors. We may release PHI about patients of Premier OB/GYN of Manatee to a coroner or medical examiner to identify a deceased person or to determine the cause of death. We may also release PHI about patients of Premier OB/GYN of Manatee to funeral directors as necessary to help them carry out their duties.

Organ and Tissue Donation. We may release PHI to organizations that handle organ procurement or organ, eye or tissue transplantation or to an organ donation bank to facilitate organ or tissue donation and transplantation.

Research. Under certain circumstances, we may use and disclose your PHI for research purposes. For example, a research project may involve comparing the health and recovery of all patients who received one medication to those who received another for the same condition. Most research projects, however, are subject to a special approval process. This process requires an evaluation of the proposed research project and its use of PHI, and balances these research needs with our patients' need for privacy. Before we use or disclose PHI for research, the project will have been approved through this special approval process. However, this special approval process is not required when we allow researchers who are preparing a research project to look at information about patients with specific medical needs, so long as the PHI they review does not leave Premier OB/GYN of Manatee.

To Avert a Serious Threat to Health or Safety. We may use and disclose your PHI when necessary to prevent a serious threat to your health and safety or the health and safety of the public or another person. Any disclosure, however, would only be to law enforcement in order to help prevent the threat.

Armed Forces and Foreign Military Personnel. If you are a member of the armed forces, we may release your PHI as required by military command authorities. We may also release PHI about foreign military personnel to the appropriate foreign military authority.

National Security and Intelligence Activities. We may release your PHI to authorized federal officials for intelligence, counterintelligence, and other national security activities authorized by law.

Protective Services for the President and Others. We may disclose your PHI to authorized federal officials so they may provide protection to the President of the United States, other authorized persons or foreign heads of state, or to conduct special investigations.

Inmates. If you are an inmate of a correctional institution or under the custody of a law enforcement official, we may release your PHI to the correctional institution or law enforcement official under specific circumstances such as (1) for the institution to provide you with health care; (2) to protect your health and safety or the health and safety of others; or (3) for the safety and security of the correctional institution.

Workers' Compensation. We may release your PHI for workers' compensation or similar programs. These programs provide benefits for work-related injuries or illness.

When Your Authorization is Required

Uses or disclosures of your PHI for other purposes or activities not listed above will be made only with your written authorization (permission). If you provide us authorization to use or disclose your PHI, you may revoke your authorization in writing at any time. If you revoke your authorization, we will no longer use or disclose your PHI for the reasons covered by your written permission. However, we are unable to take back any disclosures we have already made with your permission.

An authorization form is available at our office or electronically at <http://www.premierobgyn-fl.com>.

Special Protections for Alcohol and Drug Abuse Information

Alcohol and drug abuse information has special privacy protections. Premier OB/GYN of Manatee will not disclose or provide any PHI relating to the patient's substance abuse treatment unless: (1) there is a patient authorization; (2) a court order requires disclosure of the information; (3) medical personnel need the information to meet a medical emergency; (4) qualified personnel use the information for the purpose of conducting scientific research, management audits, financial audits or program evaluation; or (5) it is necessary to report a crime or a threat to commit a crime, or to report abuse or neglect as required by law.

Your Rights

You have the following rights regarding the PHI we maintain about you.

Right to Request Restrictions. You have the right to request a restriction or limitation on the PHI we use or disclose about you for treatment, payment or health care operations. You also have the right to request a limit on the PHI we disclose about you to someone who is involved in your care or the payment for your care. We are not required to agree with your request. If we do agree, we will comply with your request unless the information is needed to provide you with emergency treatment. Premier OB/GYN of Manatee will notify you in writing whether we agree or do not agree with your request.

In your request, you must tell us: (1) what information you want to limit; (2) whether you want to limit Premier OB/GYN of Manatee's use and/or disclosure of the information; (3) to whom you want the limits to apply (for example, disclosures to your spouse); and (4) your contact address. A restriction request form is available at our office or electronically on line at www.premierobgyn-fl.com.



Pamela Herrington, LMT, CNMT

Premier
OB/GYN OF MANATEE
Obstetrics & Gynecology



Premier Massage
MASSAGE SERVICES TAILORED
FOR YOUR WELL-BEING

Meet Premier OB/GYN of Manatee's massage therapist Pam Herrington, PMT, CNMT. Whether it's through a physician referral, a need to de-stress, or you simply want to pamper yourself, you'll be pleased with the results of a massage therapy session with Pam.

Certified in Pregnancy, Neuromuscular and Deep Tissue Massage, Pam began her career in 1992 in Battle Creek Michigan where she opened her first massage therapy business, Therapeutic Massage. In 2002, she moved to California and attended Massage Therapy Institute in Davis, California. She became licensed in Sacramento and opened Therapeutic Massage. After moving to Florida, Pam continued her education and expanded her massage techniques by completing 650 hours of training at Florida College of Natural Health in Sarasota. She earned Florida and National Certification.

We encourage you to pamper yourself by booking an appointment with Pam. Or perhaps treat someone special to a pampering they deserve with a Premier Massage gift certificate. You don't need to be a Premier patient to enjoy this service.

Treat yourself and call for your appointment today!

941-745-5115

Premier

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* Pricing and availability subject to change without notice.



PREMIER MASSAGE

Premier OB/GYN of Manatee proudly announces the addition of Premier Massage services to further enhance your well being.

Whether your physician recommends massage as part of your treatment plan, or you simply want to treat yourself to a well-deserved, relaxing massage, we offer a massage technique that is just right for you.

Swedish Massage

The ultimate stress reliever. This traditional massage will enhance your senses and relax your spirit. Promotes general relaxation, nourishes the skin, improves circulation, and relieves muscle tension.

Deep Tissue Massage

Recommended for extreme muscle tension and often site specific. Releases chronic tension through slow, deliberate strokes of deep pressure. Concentrates on the body's pressure points.

Neuromuscular Therapy (NMT)

Rejuvenate your body and target trouble areas. NMT Enhances range of movement and circulation. Aims to relax muscles and release compressed nerves by utilizing soft tissue manipulation.

Prenatal/Postnatal Massage

Designed to relieve the stresses that result from rapid body changes that occur during and after pregnancy. Improves circulation, increases energy and helps to relieve pain in weight bearing joints, lower back, neck, shoulders and legs.



*You deserve to feel your best.
We offer a massage technique
that is just right for you.*



Premier Massage by Premier OB/GYN of Manatee

Swedish Massage

30 min.....	\$45
60 min.....	\$60

Deep Tissue Massage

30 min.....	\$60
60 min.....	\$80

Neuromuscular Therapy (NMT)

30 min.....	\$60
60 min.....	\$80

Pre/Post Pregnancy Massage

30 min.....	\$45
60 min.....	\$60

SPECIAL: 1/2 OFF FIRST VISIT



Premier

OB/GYN OF MANATEE

Obstetrics & Gynecology



Annual Exam

If you are over 65 and have Medicare or a Medicare replacement policy, only the following portions of your annual exam are covered and only every two years unless your Medicare replacement policy specifies otherwise (Please refer to your insurance plan for details):

- Pelvic exam
- Breast exam
- Pap

Please be aware that many insurance companies will not cover an annual visit along with a problem visit or may require a copay if a problem is discussed. It is recommended that you make an appointment to address any problems you may be experiencing, then follow up with an annual appointment. We follow strict government regulations and insurance guidelines. All problems discussed during your visit today will be documented by your physician. Your specific insurance policy determines patient's payment responsibility and not Premier OB/GYN of Manatee.

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NOTE: Although Medicare and most Medicare replacement policies only pay for an annual exam every two years, your physician follows ACOG guidelines and recommends a yearly exam. Recommendations and coverage are subject to change without notice.



PREMIER ANNUAL EXAM

Welcome to Premier OB/GYN for your **Annual Exam**. Please note that our physicians follow the American College of Obstetrics and Gynecology (ACOG) guidelines when performing annual exams and ordering laboratory tests. Your particular situation may dictate that other tests may be ordered as determined by your physician during your visit.

Today's annual will include:

- A comprehensive history and exam
- Risk-factor reduction and counseling
- Pelvic exam
- Breast exam
- Birth control counseling (if required)

Appropriate laboratory tests will be ordered and will include:

- Urine test
- Pregnancy test (if you are of child-bearing age and have not had a hysterectomy)
- Pap test
- HPV screening
- Gonorrhea/Chlamydia test if under age 40 or if indicated by physician

Immunizations may be recommended and/or ordered by the physician

REMINDER: Please be sure to ask for any prescription refills you may need during today's visit with your physician.



Remember to make an appointment for any problems you may be experiencing prior to your annual visit. Most insurance plans will not cover a problem visit along with an annual on the same day.



The following diagnostic tests will be ordered:

If you are over age 40:

- **Mammograms** will be recommended yearly beginning at age 40, unless there is a history of breast cancer in the family.

If you are over age 50:

- **Bone density scans (DEXA)** will be recommended every two years for those over age 50 (younger if you've had a complete hysterectomy or yearly for those with osteoporosis). We offer them in office and can be conveniently scheduled to follow your annual.
- **Colonoscopy** will be recommended for those over age 50 or earlier if there is a family history of colon cancer. If colonoscopy results are normal, it should be repeated every 10 years.

The following is NOT included in an annual visit as defined by your insurance company as well as medical guidelines:

- Medical complaints, issues (e.g., menopausal symptoms, vaginal discharge, heavy/painful menstrual cycles, urinary incontinence, pelvic prolapse, etc.)
- Procedures performed other than routine PAP.

