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**HIPAA Privacy – Fundraising and PHI**

**AD.HP15**

**POLICY:**

Lifesong Hospice and Palliative Care complies with the requirements of the HIPAA Privacy Rule with regard to uses and disclosures of protected health information (PHI) for targeting fundraising communications.

**DEFINITION:**

*Fundraising communication: When a hospice, its institutionally related foundation, or business associate uses or discloses PHI for targeting communications for the purpose of raising funds for the hospice. The communication may be made in writing, by direct mail, via email or by a verbal communication.*

**PROCEDURE:**

1. Lifesong Hospice and Palliative Care’s *Notice of Privacy Practices* includes a statement that the individual’s protected health information may be used or disclosed for targeting fundraising communications. In addition, the *Notice of Privacy Practices* states that individuals have the right to opt-out of receiving fundraising communications from the hospice.
2. Only the following protected health information is able to be used in targeting fundraising communications:
  - a. Demographic information, including names, contact information, age, date of birth and gender;
  - b. Dates of health care provided to an individual;
  - c. Department of service information;
  - d. Treating physician;
  - e. Outcome information; and
  - f. Health insurance status.
3. Only the minimum amount of PHI necessary to accomplish the intended purpose of the fundraising communication is used or disclosed.
4. All targeted fundraising communications include a clear and conspicuous opportunity to elect not to receive any further fundraising communications and how to do so.
5. The hospice provides opt-out mechanisms in all fundraising communications that do not cause the recipient to incur an undue burden or more than nominal cost.
6. Lifesong Hospice and Palliative Care maintains a database of all individuals who have elected to opt-out of receiving future fundraising communications and treats that individual’s election as a revocation of authorization.

<b>Created:</b>	<b>Reviewed:</b>	<b>Revised:</b>	<b>Effective:</b>
09/2018	11/2018		4/2019

# Lifesong Hospice and Palliative Care

7. Lifesong Hospice and Palliative Care ensures that no further fundraising communications are sent to individuals who have exercised their right to opt-out.
8. Individuals who have opted out of receiving further fundraising communications are provided with a method to opt back in at a future date.
9. The hospice does not condition treatment or payment on the individual's choice with regard to receiving fundraising communications.

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