

Policies of the University of North Texas Health Science Center	Chapter 14
I. 14.219 Uses and Disclosures of PHI for Fundraising	UNT Health

II.

Policy Statement

UNTHSC may use or disclose certain protected health information (PHI) without an authorization to business associates or to an institutionally related foundation for the purpose of raising funds for its own benefit. The release of PHI must meet the requirements addressed below.

Application of Policy

UNTHSC providers and employees

Definitions

1. **Protected Health Information (PHI)**: PHI is individually identifiable health information that is transmitted or maintained in any form or medium, including oral, written, and electronic.
2. **Fundraising Communications**: means a communication (in any format, including but not limited to, phone calls) to an individual that is made by UNTHSC, a UNTHSC related foundation, or a business associate on behalf of UNTHSC for the purpose of raising funds for UNTHSC.

Procedures and Responsibilities

1. The use and disclosure of the following PHI to a business associate or to a UNTHSC related foundation is permissible for the purpose of raising funds for UNTHSC without obtaining an authorization from the individual as long as the Notice of Privacy Practices is up to date in accordance with UNTHSC’s Notice of Privacy Practices Policy:
 - a. Demographic information: names, addresses, other contact information, age, gender and date of birth;
 - a. Health insurance status;
 - b. Dates of health care provided to the individual;
 - c. Department of service information (for example: Cardiology);
 - d. Treating physician information; and
 - e. Outcome information (includes information regarding the death of the patient or any sub-optimal result of treatment or services).

1. For any Fundraising Communications made to individuals as permitted above, a clear and conspicuous description of how the individual may opt out of receiving any further Fundraising Communications must be provided. The opt-out provision may be by any method as long as it does not cause an undue burden on the individual or cause the individual to incur more than a nominal cost.

Responsible Party: UNTHSC providers and employees

1. UNTHSC may define the scope of the opt-out provision - for example, applicable to all Fundraising Communications or to a specific fundraising campaign.

I. Responsible Party: UNTHSC providers and employees

1. UNTHSC may provide an individual who has elected not to receive further Fundraising Communications with a method to opt back in to receive such communications. UNTHSC may define the method as to how individuals may choose to opt back in to receive future Fundraising Communications.

II. Responsible Party: UNTHSC providers and employees

1. For individuals who choose to opt out of receiving future Fundraising Communications, UNTHSC must ensure they are not sent such communications.

Responsible Party: UNTHSC providers and employees

1. UNTHSC may not condition treatment or payment on an individual's choice with respect to the receipt of Fundraising Communications.

I. Responsible Party: UNTHSC providers and employees

References and Cross-references

45 CFR §164.514 (f)(1)(i)(2)(i)(ii) Uses and Disclosures for Fundraising

45 CFR Parts 160 and 164: Modifications to the HIPAA Privacy, Security, Enforcement, and Breach Notification Rules under HITECH, Final Rule, Effective Date March 26, 2013

14.222 Minimum Necessary Policy

Notice of Privacy Practices: Fundraising Section

Approved: January 26, 2012

Effective: January 26, 2012

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