

THE MISSION OF MRD

Moran, Rowen & Dorsey, Inc. will provide the highest quality, most medically appropriate diagnostic imaging examinations to our patients and their referring physicians in the most cost-effective manner possible. We will provide those examinations and their associated services in a personalized manner, always recognizing the value of patients' time and with respect for their personal dignity. We will process the patient and the associated reports in the most timely fashion and provide special assistance to patients in obtaining any benefits due them through their respective insurance and/or government assistance program.

HOW IS YOUR HEALTH INFORMATION USED?

- For Treatment, such as when we send medical information about you to a referring physician.
- For Payment, so that services may be billed to and payment collected from you, an insurance company, Medicare, or a third party.
- For Health Care Operations, so we can conduct quality assessment and improvement activities.

IN OTHER INSTANCES, SUCH AS:

- For public health risks/purposes
- Participating in health oversight audits or inspections
- Cooperating in judicial and administrative proceedings
- For government health data systems
- Participating in research studies
- Assisting coroners and medical examiners
- For workers' compensation purposes
- In case of emergency
- In cases required by law, e.g., helping a patient find a doctor if she referred herself for mammography and needs further consultation

UNLESS THE DISCLOSURE IS FOR TREATMENT, PAYMENT, OR HEALTH CARE OPERATIONS, OR A DISCLOSURE THAT IS REQUIRED BY LAW, WE WILL OBTAIN YOUR WRITTEN AUTHORIZATION BEFORE DISCLOSING YOUR HEALTH INFORMATION. YOU MAY REVOKE YOUR AUTHORIZATION AT ANY TIME.

WHEN WE MAY CONTACT YOU:

- Regarding appointments (reminders, scheduling);
- Regarding treatment (options, alternatives, information, health-related benefits that may be of interest to you).



MRD OFFICE LOCATIONS

APEX IMAGING BY MRD
431 South Batavia, Suite 103
Orange, CA 92868

ADVANCED IMAGING BY MRD
1201 West La Veta, Suite 102
Orange, CA 92868

Phone 714-538-MRD1 (538-6731)

The logo for MRD, consisting of the letters "MRD" in a bold, blue, sans-serif font. A yellow swoosh underline starts under the "M" and curves around the "D".



**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.

All Moran, Rowen & Dorsey, Inc. physicians, staff members and volunteers, as well as any business associates or partners with whom we share your health information, will follow the practices as outlined in this Notice.

AT MORAN, ROWEN & DORSEY, INC. WE COMBINE IMAGING EXPERTISE WITH A PATIENT-CENTERED APPROACH TO CARE. WE BELIEVE IN TREATING EACH PATIENT WITH RESPECT AND DIGNITY. WE UNDERSTAND THAT MEDICAL INFORMATION IS PERSONAL. WE MAKE EVERY EFFORT TO ENSURE THAT THE PROTECTED HEALTH INFORMATION OF OUR PATIENTS IS USED ONLY FOR APPROPRIATE REASONS. THIS INDIVIDUALIZED ATTENTION AND RESPONSIVENESS TO PATIENT CONCERNS REPRESENT THE HALLMARK OF OUR PRACTICE.

What is protected health information?

Protected health information is any health information that identifies you, including demographic data such as your name, date of birth, and Social Security Number.

We keep a record of the services our patients receive in order to provide the best possible care. We maintain strict adherence to state and federal laws when working with patient information.

EXPLANATION OF YOUR RIGHTS REGARDING YOUR PERSONAL HEALTH INFORMATION -

In most cases, you have the right to:

- **View** and copy your health and billing records.
- **Amend** your health record, if you believe it is inaccurate or missing important information.
- **Accounting of disclosures.** Upon your request, we will provide you with an accounting of the times, if any, when we have disclosed your health information for reasons other than for treatment, payment or health care operations.
- **Request restrictions on disclosures.** You may also request certain restrictions on how we use your health information. We will notify you if we are unable to agree to your request.
- **Confidential communications.** You may specify the manner in which we communicate with you, e.g., by e-mail or calling you at work.

To exercise any of these rights simply **submit a request in writing to:**

**PRIVACY OFFICER
PO BOX 14005
ORANGE, CA 92863-1405**

A fee may be charged for the costs associated with copying, mailing, or other related expenses that we incur.

Paper version of this notice. If you have received an electronic copy, we will provide you with a paper copy upon request or you may go to our web site, <http://www.mrdimaging.com>, and print your own.

Changes to this notice may occur at any time and apply to medical information we already hold, as well as new information after the change occurs. Prior to any significant policy changes, we will post the notice in our office and on our Web site found at: <http://www.mrdimaging.com> .

Complaints. If you believe that your privacy rights have been violated, you may file a complaint with our Privacy Officer by calling (714) 571-5000 or by writing to:

**Privacy Officer
PO Box 14005
Orange, CA 92863-1405**

You may also file a complaint with the Secretary of Health and Human Services. You will not be retaliated against for filing a complaint.

This notice is effective April 14, 2003.



Detach along dotted line

By signing below, I acknowledge that I have received the Moran, Rowen & Dorsey, Inc. Notice of Privacy Practices. I understand that I may ask questions about the Notice of Privacy Practices at any time.

Signature: _____ Date: _____
Printed Name: _____