

Where children belong.



Privacy Statement

UPMC *for Kids*[™]

A Product of UPMC Health Plan

UPMC *for Kids* Privacy Statement

Your personal information is private and confidential. We at UPMC *for Kids* want to take this opportunity to remind you that this is the trust that we establish with you concerning your child's health care. It is a pledge that we take seriously. Whether your child is a prospective, current or former member, living or deceased, we respect and safeguard the privacy and confidentiality of the information that we have about you.

Privacy is one of your child's rights as a consumer as well as a member of the Children's Health Insurance Program (CHIP) brought to you by UPMC *for Kids*. It also is a right that your child retains even when he or she is no longer a member of UPMC *for Kids*.

But what does "private and confidential" really mean?

When you fill out your child's application form or renewal application form and sign it, you are doing two important things:

1. Verifying the correctness and truthfulness of the information that you have provided to us
2. Acknowledging that UPMC *for Kids* can only use the information we collect or receive about your child for very well-defined routine purposes:
 - Arranging for the provision of health care treatment and services to the child that you are enrolling in CHIP, brought to you by UPMC *for Kids*;
 - Making payment to doctors, hospitals, and other health care professionals for the treatment and services your child receives; and
 - Performing certain health care operations that UPMC *for Kids* uses to monitor the quality of the health care coverage and services that your child receives. These operations include measurement and review of all our data to see how many of our members receive certain services, such as childhood immunizations and other preventive health services. All these measurements are used so that we can assess how well we are doing in providing quality health care to all our members.

Your child's personal information covers a number of elements that all have one thing in common: they are all unique to your child, and they can be used to identify your child. This means that any files containing information that includes such things as your child's name, address, social security number, and birth date are considered "protected health information." And it is our responsibility to ensure the privacy of the protected health information of all our members — prospective, current, or former.

The files that a managed care organization collects or maintains do not include medical charts or records. They do include such things as the claims we have received and paid for, the services provided to your child, and the health care premiums (if applicable) that you have paid. So whether the protected health information we have is considered health information or non-public personal financial information, we use the information we have in our files within our company and with our contracted providers, vendors, and agents only for the purposes of your child's health care insurance.

Other than for the well-defined, routine purposes described above, or as required by law, the only one who has access to your child's personal information and records is you and any other person that you identify to us as having your permission, or who has a legal right to such access.

UPMC *for Kids* does not share your child's protected health information with anyone else unless you provide us with your authorization to do so.

Not only do all the physicians and providers in our network know that your child's information is private

and confidential, but our employees know that too. In fact, we have training programs for our employees to ensure that they know the procedures they need to follow to make sure that your child's information — whether in oral, written, or electronic format — is secure and safeguarded. We will not disclose information for any purposes beyond the provision of your health care coverage, unless authorized by you in writing or required to do so by law.

If we have any additional programs that we feel would be beneficial to your child and that would require us to use your child's specific personal information in order to let him or her participate in the program, we would contact you and let you know all the details. We would request your permission and signed authorization before we would use your child's personal information for anything other than routine purposes that we have explained. If you decline such a request, your child's information will not be part of the special program enrollment.

You undoubtedly have heard a great deal about privacy in the news these days – especially as concerns federal legislation about privacy of health information. In addition to any new legislation, all health insurance carriers and health care providers must comply with the Health Insurance Portability and Accountability Act of 1996 (HIPAA) and several important sets of regulations that government agencies have recently issued for HIPAA implementation and compliance. In fact, because the HIPAA Privacy Regulations require doctors, hospitals, and health care insurers involved in your child's health care to have a "***Notice of Privacy Practices***," you will probably be receiving several of these notices from different sources.

So, in addition to this Privacy Statement, UPMC *for Kids*' ***Notice of Privacy Practices*** will give you even more specific information and details about how we ensure the privacy of your child's protected health information. The notice will also explain all the rights that you have concerning the privacy of your child's health information and how you can exercise those rights.

UPMC *for Kids*, through its Compliance Committee and Quality Improvement Committee, monitors all applicable laws and government regulations. We continually review our policies and procedures to ensure that we are meeting the needs of privacy laws and our commitment to our members. As new laws are passed and new regulations are issued or clarified, we will be providing you with revised information about any changes or updates.

If you have any questions concerning your child's right to the privacy and confidentiality of his or her personal information and data that have been entrusted to UPMC *for Kids*, please contact our Member Services Department at 1-800-650-8762. TTY users should call 1-800-361-2629.

You can also view this Privacy Statement and the UPMC *for Kids*' Notice of Privacy Practices at <http://upmchealthplan.com/UPMCforKids>.



Pennsylvania's Children's
Health Insurance Program

We Cover All Kids.

Commonwealth of Pennsylvania

www.chipcoverspakids.com

UPMC *for Kids*TM

A Product of UPMC Health Plan

One Chatham Center
112 Washington Place
Pittsburgh, PA 15219

www.upmchealthplan.com/upmcforkids

**This managed care plan may not cover all your health care expenses. Read all
UPMC *for Kids* materials carefully to determine which health care services are covered.**

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