

FUNDRAISING POLICY

1. Introduction

- a. Clark County has adopted this Access Modification Policy to comply with our duties under the Health Insurance Portability and Accountability Act of 1996 (“HIPAA”), the Department Health and Human Services (“DHHS”) security and privacy regulations, the Joint Commission on Accreditation of Healthcare Organizations (“JCAHO”) accreditation standards, as well as our duty to protect the confidentiality and integrity of confidential medical information as required by law, professional ethics, and accreditation requirements.
- b. This policy governs Clark County fundraising activities to protect the privacy of Protected Health Information (PHI) and will include obtaining of a written authorization to use or disclose protected health information when required by state or federal law. Clark County will include in any fundraising materials it sends to patients a description of how to opt out of receiving further fundraising communications.

2. Policy

- a. Clark County will obtain an authorization from the patient to use or disclose PHI for fundraising activities required by state or federal privacy laws. However limited PHI (including a patient’s demographic information and dates of service) may be used or disclosed to accomplish limited fundraising activities (including uses or disclosures to a business associate or to an institutionally related foundation for the purpose of raising funds for Organization) without patient authorization.
- b. Clark County’s Notice of Privacy Practices will include a statement that the patient’s PHI will not be used for fundraising activities unless the patient provides an authorization for the fundraising activity.
- c. Even when an authorization has been obtained for fundraising activities, Clark County’s fundraising communication must include a statement informing the recipient that he or she may opt out of future fundraising communications or revoke the authorization relating to these activities and a description of how to do so.
- d. Clark County departments that fundraise with the possible use or disclosure of PHI will maintain a log of all patients and others who have revoked the fundraising authorization or opted out of receiving future fundraising communications.
- e. Clark County will not send any further fundraising information upon receipt in writing or other written notification that the patient’s fundraising authorization has been revoked.
- f. Clark County will make reasonable efforts to ensure that individuals who decide to opt out of receiving future fundraising communications are not sent any further fundraising communications.