

HIPAA and fundraising

***Protected
Health
Information:***

Name, contact
info, age,
gender,
insurance
status, dates
of service

Available for fundraising use
*Without prior patient
Authorization*

“Health Care Operations”

AND

location of
service,
physician,
other
treatment
details

Not available for
fundraising use

Use requires:

- Mention in Notice of Privacy Practices
- Must include opt out mechanism in each message
- Reasonable efforts to not contact those on the opt out list