



Patient Privacy Policy

Effective May 15, 2025

We care about your privacy and are committed to protecting your health information. This Patient Privacy Policy describes how your medical information may be used and disclosed and how you can access this information.

Please review it carefully.

Your Rights

- You have a right to a copy of your medical record. We will provide a copy usually within 30 days of your request.
- You can ask us to correct health information about you that you think is incorrect or incomplete. We may say "no" to your request, but we'll tell you why in writing within 60 days.
- You can ask us to contact you in a specific way (for example, by home or office phone) or to send mail to a different address. We will say "yes" to all reasonable requests.
- You can ask for a copy of this policy at any time.
- You can file a complaint with us if you feel we have violated your privacy by contacting us at info@eastendpreg.org or call 804-564-5852. We will not retaliate against you for filing a complaint.

Your Choices

- You can tell us your choices about whether and what we share with your family, close friends, and others involved in your care.
- If you cannot tell us your preference, for example, if you are unconscious, we may go ahead and share your information if we believe it is in your best interest. We may also share your information when needed to lessen a serious and imminent threat to your health or safety.
- We will not use your information for marketing purposes without your permission.
- We may contact you for fundraising efforts, but you can tell us not to contact you again.

Our Uses and Disclosures

- We can use your health information and share it with other professionals who are treating you. Example: Sharing your ultrasound images with a medical professional for interpreting purposes.
- We can use and share your health information to run our practice, improve your care, and contact you when necessary. We will share information about you if required by applicable state or federal laws such as workers' compensation, law enforcement, and other government requests.
- We can share health information about you in response to a court administrative order or in response to a subpoena if required by law.
- For uses beyond these, we will ordinarily obtain your written authorization.

Changes to the Terms of this Patient Privacy Policy

We can change the terms of this policy, which will apply to all information we have about you. The new policy will be available upon request in our office and on our website.