

HEALTHFIRST, INC.

IMPORTANT NOTICE REGARDING YOUR PRIVACY RIGHTS. PLEASE READ CAREFULLY.

What is this Notice?

At Healthfirst, Inc. (made up of Healthfirst PHSP, Inc. and Managed Health, Inc.), we appreciate the trust our members place in us and we recognize the importance and sensitivity of protecting the confidentiality of the non-public personal information that we collect about them. We collect non-public personal information from our members to effectively administer our health plans and to provide health care benefits to members of our health plans. Protecting this information is our top priority and we are pleased to share our Privacy Policy with you.

What is “Non-Public Personal Information”?

Non-public personal information (“NPI”) is information that identifies an individual enrolled in a Healthfirst health plan (i.e. Child Health Plus, Healthfirst Medicare Plan, and Healthfirst New York) and relates to: an individual’s enrollment in the plan; an individual’s participation in the plan; an individual’s physical or mental / behavioral health condition; the provision of health care to that individual; or payment for the provision of health care rendered to that individual. NPI does not include publicly available information, or information that is reported or available in an aggregate form, without any personal identifiers.

What types of NPI does Healthfirst collect?

Like all other health care plans, we collect the following types of NPI about our members and their dependents in the normal course of business in order to provide health care services to you:

1. Information we receive directly or indirectly from you or city/state governmental agencies through eligibility and enrollment applications and other forms such as: name, address, date of birth, social security number, marital status, dependent information, assets and income tax returns.
2. Information about your transactions with us, our affiliated health care providers or others, including, but not limited to, appeals and grievance information, claims for benefits, medical records and coordination of benefits information.

What NPI does Healthfirst use or disclose to third parties, and why?

We do not disclose NPI to anyone without your written authorization, except as permitted by law. If we were to do in the future, we will notify you of such change in policy and advise you of your right to instruct us not to make such disclosure.

How does Healthfirst treat NPI that relates to your Personal Health Information?

Healthfirst will not disclose any of your non-public health information without your written authorization, except as otherwise permitted by law. Non-public health information is individually identifiable information that we maintain relating to the provision of your health care or payment of your health care, including your medical records and claims payment information.

Under the law, Healthfirst is permitted to disclose non-public health information in order to administer your health care benefits, including: authorizing requests for health care services, payment of claims for services, ensuring quality improvement and assurance practices, resolving appeals or grievance inquiries and any disclosure required to applicable governmental agencies.

If at any time in the future, Healthfirst seeks to disclose your non-public health information in any manner not permitted under the law, we will send you a special consent form to complete and sign before we disclose your information.

What is Healthfirst's Confidentiality and Security Policies for NPI?

We restrict access to NPI about you to those Healthfirst employees who need to know that information in order to provide services to you. We maintain physical, electronic and procedural safeguards that comply with federal and state regulations to guard your NPI. Employees who violate our confidentiality or security policies are subject to disciplinary action, up to and including termination of employment.