

Why do we provide you this information?

We provide this information because we want you to clearly understand Birch Health’s policies, practices, and procedures for using, securing, and protecting the [personal information](#) in your PHR. The table below provides you a snapshot. You can link to more detailed information by clicking on any of the areas below.

PHR Facts At-A-Glance		Our Practices
PHR Type	Provided by	Healthcare provider
	Fee	None
Who can view your personal information?	You	Yes
	Family and friends	With your permission
	Healthcare providers	With your permission
	Insurers	With your permission
	Employers	No
	Pharmacies	With your permission
	Additional health programs and services	With your permission
	Birch Health	Yes
	Others	Yes
How may we use your personal information?	For Birch Health’s business practices	Yes (You may not opt out.)
	For marketing	Aggregate information only (You may opt out.)
	For medical research	Aggregate information only (You may opt out.)
	For selling to others	Aggregate information only (You may opt out.)
	For legal reasons	Yes (You may not opt out.)
What are our policies about closing your PHR?	Ability to close PHR	Yes
	Data retention by Birch Health	90 days
	Ability to transfer to another PHR	Yes
When will you be notified?	If Birch Health is sold/merged/out of business	Yes
	If there is a change in these policies	Yes
	If there is a security breach	Yes
How do we store and protect your personal information?	Geographic location of data storage	USA only
	Log of all PHR views for customer review	Yes
Full printable version	http://www.BirchPHR.com/fullversion	
Contact information	info@BirchPHR.com	

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What is personal information?

You store personal information in your PHR as a way to help better manage your health. Personal information is information about you that includes contact information, demographic information, health information, and financial information. Examples are listed below:

Contact Information (e.g., for use in the event of an emergency or to speed up registering with a new physician)

- name
- address
- email address
- phone number
- social security number
- emergency contact

Demographic Information (e.g., to inform your physician of potential risk factors)

- age
- gender
- ethnicity
- occupation

Health Information (e.g., to better manage a health condition)

- medical conditions
- medications (over-the-counter and prescription)
- lab/test results
- doctor's contact information
- immunizations
- disease management charts
- injury management

Financial Information (e.g., to keep track of your health care expenses)

- healthcare bills
- health insurance
- healthcare savings account (HSA) information

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Facts about your personal information

PHR Type

Who can view your personal information?

How may we use your personal information?

What are our policies about closing your PHR?

When will you be notified?

How do we store and protect your personal information?

Full printable version

Contact information

What PHR type are we?

Birch Health is a Healthcare Provider. Knowing the PHR type we provide will help you understand our policies, practices, and procedures.

PHR provided by	Description	Do you pay a fee?
Employer	Some large employers offer PHRs as a feature of a benefits plan. More...	
Healthcare Provider	Some healthcare providers offer PHRs as a way to provide patients with health information from the clinicians' record. More...	No
Health Insurer (PPO or HMO)	Some health insurers offer PHRs to provide consumers with information from health insurance claims. More...	
Independent	Some independent internet companies offer PHRs directly to consumers. Some Employers, Healthcare Providers, and Health Insurers may also have partnerships with independent internet PHR companies. More...	

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Facts about your personal information

PHR Type

Who can view your personal information?

How may we use your personal information?

What are our policies about closing your PHR?

When will you be notified?

How do we store and protect your personal information?

Full printable version

Contact information

Who can view your personal information?

When you set up your PHR, you may be able to give permission to certain people or groups to view some or all of your personal information.

	Can they view information?	Can they add information?	Can they edit information?
Your health partners			
You (PHR customer)	Yes	Yes	Yes, self-entered information
Your family and friends	With your permission	With your permission	With your permission
Your healthcare providers	With your permission	With your permission	No
Your health insurer	With your permission	With your permission	No
Your employer	No	No	No
Your pharmacy	With your permission	No	No
Additional health programs and services	With your permission	With your permission	No
Birch Health			
Birch Health and its employees	Yes	No	No
Companies doing work for Birch Health to operate and manage the systems	Yes	No	No
Birch Health's business and advertising partners	No	No	No
Others			
Law enforcement for legal investigations	When legally required	No	No
Government for national security	When legally required	No	No
The public (through chat rooms and forums)	With your permission	No	No

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PHR Type

Who can view your personal information?

How may we use your personal information?

What are our policies about closing your PHR?

When will you be notified?

How do we store and protect your personal information?

Full printable version

Contact information

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Duplicate Page with Rollover

	Can they view information?	Can they add information?	Can they edit information?
Your health partners			
You (PHR customer)	Yes	Yes	Yes, self-entered information
Your family and friends	With your permission	With your permission	With your permission
Your healthcare providers	With your permission	With your permission	No
Your health insurer	With your permission	With your permission	No
Your employer	No	No	No
Your pharmacy	With your permission	No	No
Additional health programs and services	With your permission	With your permission	No
Birch Health			
Birch Health and its employees	Yes	No	No
Companies doing work for Birch Health to operate and manage the systems	Yes	No	No
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Others			
Law enforcement for legal investigations	When legally required	No	No
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The public (through chat rooms and forums)	With your permission	No	No

Some examples of additional health programs and services that work with the PHR include fitness activity journals, weight loss programs, and glucose monitoring services.

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Facts about your personal information

PHR Type

Who can view your personal information?

How may we use your personal information?

What are our policies about closing your PHR?

When will you be notified?

How do we store and protect your personal information?

Full printable version

Contact information

How may we use your personal information?

Birch Health uses the personal information in your PHR for certain reasons.

Common uses of personal information in a PHR	Does Birch Health do this?	Can you opt out?
For you and your health needs		
Process exchanges between your PHR and healthcare providers	Yes, with your permission	Yes, you choose sharing-levels.
Process exchanges between your PHR and labs, pharmacists, health plans, etc.	Yes, with your permission	Yes, you choose sharing-levels.
Birch Health's everyday business practices		
Communicate with you	Yes	You may not opt out.
Maintain and improve Birch Health's PHR systems	Yes	You may not opt out.
Manage Birch Health's security systems (such as against spam, misuse, and criminal activity)	Yes	You may not opt out.
Birch Health's marketing purposes – to offer our health-related products and services to you	Yes	You may opt out by changing your preferences.
Birch Health's marketing purposes – to offer our non-health-related products and services to you	No	N/A
Sharing and selling for marketing		
Your personal information to our business and advertising partners	No, we do not share or sell	N/A
Anonymized information to our business and advertising partners	Yes, we sell	You may opt out by changing your preferences.
Anonymized information for Birch Health to market itself to business partners	Yes, we share	You may opt out by changing your preferences.
Sharing and selling for medical research		
Your personal information for medical and public health research	No, we do not sell or share	N/A
Anonymized information for medical and public health research	Yes, we share	You may opt out by changing your preferences.
Click here for more about our sharing and selling		
For legal reasons		
Comply with subpoenas, court orders, and search warrants	Yes	You may not opt out.

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- PHR Type
- Who can view your personal information?
- How may we use your personal information?
- What are our policies about closing your PHR?
- When will you be notified?
- How do we store and protect your personal information?
- Full printable version
- Contact information

How may we use your personal information?

Birch Health uses the personal information in your PHR for certain reasons.

Duplicate Page with Rollover

Common uses of personal information in a PHR	Does Birch Health do this?	Can you opt out?
For you and your health needs		
Process exchanges between your PHR and healthcare providers	Yes, with your permission	Yes, you choose sharing-levels.
Process exchanges between your PHR and labs, pharmacists, health plans, etc.	Yes, with your permission	Yes, you choose sharing-levels.
Birch Health's everyday business practices		
Communicate with you	Yes	You may not opt out.
Maintain and improve Birch Health's PHR systems	Yes	You may not opt out.
Manage Birch Health's security systems (such as against spam, misuse, and criminal activity)	Yes	You may not opt out.
Birch Health's marketing purposes – to offer our health-related products and services to you	Yes	You may opt out by changing your preferences.
Birch Health's marketing purposes – to offer our non-health-related products and services to you	No	N/A
Sharing and selling for marketing		
Your personal information to our business and advertising partners	No, we do not share or sell	N/A
Anonymized information to our business and advertising partners	Yes, we sell	You may opt out by changing your preferences.
Anonymized information for Birch Health to market itself to business partners	Yes, we share	You may opt out by changing your preferences.
Sharing and selling for medical research		
Your personal information for medical and public health research	No, we do not sell or share	N/A
Anonymized information for medical and public health research	Yes, we share	You may opt out by changing your preferences.
Click here for more about our sharing and selling		
For legal reasons		
Comply with subpoenas, court orders, and search warrants	Yes	You may not opt out.

Anonymized information does not include specific contact information or other information that may make it easy to know who you are.

Birch Health only shares or sells anonymized information...etc.

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PHR Type

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How may we use your personal information?

What are our policies about closing your PHR?

When will you be notified?

How do we store and protect your personal information?

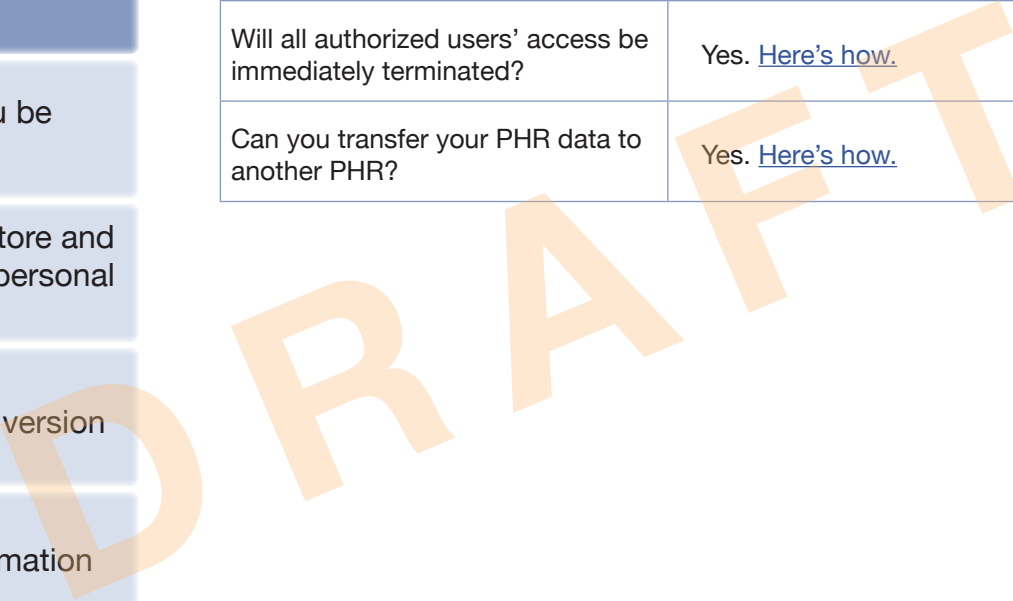
Full printable version

Contact information

What are our policies about closing your PHR?

Birch Health has specific policies if you close your PHR.

Common closing questions	Your options
Can you close your PHR?	Yes. You must contact us .
Is your personal information permanently removed from Birch Health's systems?	Yes, after 90 days
How long does Birch Health keep your personal information?	90 days
Will all authorized users' access be immediately terminated?	Yes. Here's how .
Can you transfer your PHR data to another PHR?	Yes. Here's how .



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Facts about your personal information

PHR Type

Who can view your personal information?

How may we use your personal information?

What are our policies about closing your PHR?

When will you be notified?

How do we store and protect your personal information?

Full printable version

Contact information

When will you be notified?

Birch Health contacts you by email for certain reasons.

Reasons you may be notified	Will Birch Health notify you?	Can you opt out?	Your options once notified
Changes to Birch Health's policies, practices, and procedures	Yes	You may not opt out.	If you do not agree with the changes, you have 10 days to close your PHR.
If Birch Health is sold, merges with another company, or goes out of business.	Yes	You may not opt out.	If you do not wish to remain a customer, you must contact us to close your PHR.
In the event of a security breach	Yes	You may not opt out.	If you do not wish to remain a customer, you must contact us to close your PHR.
Changes to PHR services, such as new features	Yes	You may not opt out.	N/A
Changes to the type of information available to or through your PHR	Yes	You may not opt out.	N/A
Newsletters and optional surveys	Yes	You may opt out.	You may change your preferences.
Marketing materials from Birch Health and associates	Yes	You may opt out.	You may change your preferences.

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Facts about your personal information

PHR Type

Who can view your personal information?

How may we use your personal information?

What are our policies about closing your PHR?

When will you be notified?

How do we store and protect your personal information?

Full printable version

Contact information

How do we store and protect your personal information?

Birch Health uses physical, technical, and procedural safeguards to protect your personal information from unauthorized access or use.

Common protections of online and health information	Does Birch Health do this?
Legal protections	
HIPAA Privacy and Security Rules for health information	As a Healthcare Provider PHR, we are legally required to follow the HIPAA Privacy and Security Rules .
{List other laws it must follow in additional rows.}	
Privacy certifications	
CCHIT Certified status for health information technology	Yes
{ List other privacy certifications it must follow in additional rows.}	
Computer network and data processing protections	
Log of all PHR views (audit trail) for your review	Yes
All data processed in USA	Yes
User ID and password	Yes
Time-out your PHR access when your computer is idle	Yes
Data storage protections	
All data storage in USA	Yes
Geographically diverse data storage locations	Yes, in two corporate facilities within the USA
Data storage power supply redundancy, environmental controls, and a security system	Yes

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How do we store and protect your personal information?

Full printable version

Contact information

Contact Information

Web: <http://www.BirchPHR.com/contactform>

Email: info@BirchPHR.com

Privacy Officer: Birch Health Privacy Officer

Write: Birch Health, 123 Main St., Birch Park, MT 23456

Call: 1-800-XXX-XXXX

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How may we use your personal information?

What are our policies about closing your PHR?

When will you be notified?

How do we store and protect your personal information?

Full printable version

Contact information

Terminology



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