

- We may release your personal health information for the purposes of research if the researcher is affiliated with the health care provider and provides written assurances that the information will not be released to anyone not connected with the research without the informed consent of the patient; to government agencies that require reporting of certain conditions, such as cancer or elder abuse; and to specified others. [Wis. Stat. Ann. § 146.82(2)(a).]

- We may release your personal health information to others listed in the statute.

RIGHTS THAT YOU HAVE

Access to Your Personal Health Information.

You have the right to copy and/or inspect much of the personal health information that we retain on your behalf. All requests for access must be made in writing and signed by you or your representative. You may obtain an access request form from Privacy Officer, Serve You Custom Prescription Management, 10201 Innovation Drive, Suite 600, Milwaukee, WI 53226. After February 17, 2010, if we maintain an electronic health record containing your personal health information, you have the right to request that we send a copy of your personal health information in an electronic format to you or to a third party that you identify.

Amendments to Your Personal Health Information.

You have the right to request in writing that personal health information that we maintain about you be amended or corrected. We are not obligated to make all requested amendments but will give each request careful consideration. All amendment requests, in order to be considered by us, must be in writing, signed by you or your representative, and must state the reasons for the amendment/correction request. If an amendment or correction you request is made by us, we may also notify others who work with us and have copies of the uncorrected record if we believe that such notification is necessary. You may obtain an amendment request form from Privacy Officer, Serve You Custom Prescription Management, 10201 Innovation Drive, Suite 600, Milwaukee, WI 53226.

Accounting for Disclosures of Your Personal Health Information.

You have the right to receive an accounting of certain disclosures made by us of your personal health information after April 14, 2003. Requests must be made in writing and signed by you or your representative. Accounting request forms are available from Privacy Officer, Serve You Custom Prescription Management, 10201 Innovation Drive, Suite 600, Milwaukee, WI 53226.

Restrictions on Use and Disclosure of Your Personal Health Information.

You have the right to request restrictions on certain elements of our uses and disclosures of your personal health information for treatment, payment, or health care operations by notifying us of your request for a restriction in writing. A restriction request form can be obtained from Privacy Officer, Serve You Custom Prescription Management, 10201 Innovation Drive, Suite 600, Milwaukee, WI 53226.

We are not required to agree to your restriction request but will attempt to accommodate reasonable requests when appropriate and we retain the right to terminate an agreed-to restriction if we believe such termination is appropriate. In the event of a termination by us, we will notify you of such termination. You also have the right to terminate, in writing or orally, any agreed-to restriction to sending such termination notice to Privacy Officer, Serve You Custom Prescription Management, 10201 Innovation Drive, Suite 600, Milwaukee, WI 53226. As of February 17, 2010, we will agree to your request to restrict personal health information disclosed to a health plan for payment or healthcare operations purposes if the information is about a medication for which you paid us out-of-pocket, in full.

Complaints. If you believe your privacy rights have been violated, you can file a complaint, in writing, with the Privacy Officer, Serve You Custom Prescription Management, 10201 Innovation Drive, Suite 600, Milwaukee, WI 53226. You may also file a complaint with the Secretary of the U.S. Department of Health and Human Services in Washington D.C., in writing, within 180 days of a violation of your rights. There will be no retaliation for filing a complaint.

Right to Obtain a Paper Copy of this Notice of Privacy Practices, even if you have requested such copy by email or other electronic means. You may also obtain a copy at our website: <http://www.serve-you-rx.com>.

Right to Receive Notice of a Security Breach. We may use your contact information to provide notices of unauthorized acquisition, access, or disclosure of your health information. We are required to notify you if your personal health information has been breached. The notification requirements under this section only apply if the breach poses a significant risk for financial, reputational, or other harm to you. Not every use or disclosure of personal health information constitutes a reportable breach. The key to determining potential harm is whether sufficient information was released that would allow identity theft or harm you because of the likelihood of sharing sensitive health data.

FOR FURTHER INFORMATION

If you have questions or need further assistance regarding this Notice, you may contact:

Privacy Officer
Serve You Custom Prescription Management
10201 Innovation Drive, Suite 600, Milwaukee, WI 53226
PH 800-759-3203

This Notice of Privacy Practices is effective April 14, 2003.
Revision History: 4/2008; 10/2010

Please acknowledge receipt of this notice by signing, dating, and returning the section below to:

Serve You Custom Prescription Management
10201 Innovation Drive, Suite 600
Milwaukee, WI 53226
PH 800-759-3203
www.serve-you-rx.com

(Serve you.)

THE HAND-CRAFTED PBM

NOTICE OF PRIVACY PRACTICES

RECEIPT OF NOTICE OF PRIVACY PRACTICES ACKNOWLEDGEMENT

Patient's Printed Name

Signature of Patient (or Personal Representative*)

Date of Signature

*Personal Representative's Name (Printed)

*Relationship of Personal Representative

(Serve you.)

THE HAND-CRAFTED PBM

THIS NOTICE DESCRIBES HOW PERSONAL HEALTH INFORMATION ABOUT YOU MAY BE USED AND DISCLOSED AND HOW YOU CAN GET ACCESS TO THIS INFORMATION. PLEASE REVIEW IT CAREFULLY.

The terms of this Notice of Privacy Practices apply to Serve You Custom Prescription Management (Serve You). The organization will share personal health information of members as necessary to carry out treatment, payment, and health care operations as permitted by law.

We are required by law to maintain the privacy of our members' personal health information and to provide members with notice of our legal duties and privacy practices with respect to your personal health information. We are required to abide by the terms of this Notice so long as it remains in effect. We reserve the right to change the terms of this Notice of Privacy Practices as necessary and to make the new Notice effective for all personal health information maintained by us. Copies of revised notices will be mailed to all members then covered by the plan and copies may be obtained by mailing a request to Privacy Officer, Serve You Custom Prescription Management, 10201 Innovation Drive, Suite 600, Milwaukee, WI 53226.

USES AND DISCLOSURES OF YOUR PERSONAL HEALTH INFORMATION

Your Authorization. Except as outlined below we will not use or disclose your personal health information for any purpose unless you have signed a form authorizing the use or disclosure. You have the right to revoke that authorization in writing unless we have taken any action in reliance on the authorization.

For Treatment. We will make disclosures of your personal health information as necessary for your treatment. For instance, a doctor or health facility involved in your care may request certain elements of your personal health information that we hold in order to make decisions about your care.

For Payment. We will make uses and disclosures of your personal health information as necessary for payment purposes. For instance, we may use information regarding your medical procedures and treatment to process and pay claims, to determine whether services are medically necessary or to otherwise pre-authorize or certify services as covered under your health benefits plan. We may also forward such information to another health plan which may also have an obligation to process and pay claims on your behalf.

For Health Care Operations. We will use and disclose your personal health information as necessary, and as

permitted by law, for our health care operations which include credentialing health care providers, peer review, business management, accreditation and licensing, utilization review and management, quality improvement and assurance, enrollment, underwriting, reinsurance, compliance, auditing, rating, and other functions related to your health benefits plan.

We may also disclose your personal health information to another health care facility, health care professional, or health plan for such things as quality assurance and case management, but only if that facility, professional, or plan also has or had a patient relationship with you.

Family and Friends Involved In Your Care. With your approval, we may from time to time disclose your personal health information to designated family, friends, and others who are involved in your care or in payment for your care in order to facilitate that person's involvement in caring for you or paying for your care. If you are unavailable, incapacitated, or facing an emergency medical situation and we determine that a limited disclosure may be in your best interest, we may share limited personal health information with such individuals without your approval.

Business Associates. Certain aspects and components of our services are performed through contracts with outside persons or organizations, such as claims processing, disease state management, legal services, etc. At times, it may be necessary for us to provide certain elements of your personal health information to one or more of these outside persons or organizations that assist us with our health care operations. In all cases, we require these business associates to appropriately safeguard the privacy of your information. As of February 17, 2010, business associates will be directly subject to federal privacy laws. Each business associate must agree in writing to ensure the confidentiality and security of your personal health information.

Communications with You. We may communicate with you regarding your claims, payments, or other things connected with your prescription drug plan. You have the right to request, and we will accommodate reasonable requests by you, to receive communications regarding your personal health information from us by alternative means or at alternative locations. For instance, if you wish messages to not be left on voice mail or sent to a particular address, we will accommodate reasonable requests. You may request such confidential communication in writing and may send your request to:

Privacy Officer, Serve You Custom Prescription Management, 10201 Innovation Drive, Suite 600, Milwaukee, WI 53226.

Other Health-Related Products or Services. We may, from time to time, use your personal health information to determine whether you might be interested in or benefit from treatment alternatives or other health-related programs, products or services which may be available to you as a member of the health plan, subject to limits imposed by law as of February 17, 2010. For example, we may use your personal health information to identify whether you have a particular illness, and contact you to advise you that a disease management program to help you manage your illness better is available to you as a health plan member. We will not use your information to communicate with you about products or services that are not health-related, without your written permission.

Research. In limited circumstances, we may use and disclose your personal health information for research purposes. For example, a research organization may wish to compare outcomes of patients by payer source and will need to review a series of records that we hold. In all cases where your specific authorization has not been obtained, your privacy will be protected by strict confidentiality requirements applied by an Institutional Review Board or privacy board which oversees the research or by representations of the researchers that limit their use and disclosure of member information.

Other Uses and Disclosures. We are permitted or required by law to make certain other uses and disclosures of your personal health information without your authorization.

- We may release your personal health information for any purpose required by law.
- We may release your personal health information for public health activities, such as required reporting of disease, injury, and birth and death, and for required public health investigations.
- We may release your personal health information as required by law if we suspect child abuse or neglect; we may also release your personal health information as required by law if we believe you to be a victim of abuse, neglect, or domestic violence.
- We may release your personal health information to the Food and Drug Administration if necessary to report adverse events, product defects, or to participate in product recalls.
- We may release your personal health information to your plan sponsor; provided, however, your plan sponsor certifies that the information provided will be maintained in a confidential manner and not used for employment related decisions or for other employee benefit determinations or in any other manner not permitted by law.

- We may release your personal health information if required by law to a government oversight agency conducting audits, investigations, or civil or criminal proceedings.
- We may release your personal health information if required to do so by a court or administrative ordered subpoena or discovery request; in most cases, you will have notice of such release.
- We may release your personal health information to law enforcement officials as required by law to report wounds and injuries and crimes.
- We may release your personal health information to coroners and/or funeral directors consistent with law.
- We may release your personal health information if necessary to arrange an organ or tissue donation from you or a transplant for you.
- We may release your personal health information for certain research purposes when such research is approved by an institutional review board with established rules to ensure privacy.
- We may release your personal health information if you are a member of the military as required by armed forces services; we may also release your personal health information if necessary for national security or intelligence activities.
- We may release your personal health information to workers' compensation agencies if necessary for your workers' compensation benefit determination.
- We may release your personal health information for the purposes of conducting management audits, program monitoring, and accreditation.
- We may release your personal health information to the extent that performance requires access, to a health care provider and certain persons affiliated with a health care provider where the person is rendering assistance to the patient; the person is being consulted regarding the health of a patient; the life or health of the patient appears to be in danger and the information contained in the record may aid the person in rendering assistance; or the person appears or stores records, for those purposes.
- We may release your personal health information to the extent records are needed for billing, collection, or payment of claims.
- We may release your personal health information under a lawful order of a court.