



How our Office Collects, Uses and Discloses Patient Personal Information

Our office understands the importance of protecting your personal information. To help you understand how we are doing that, we have outlined in this document how our office is using and disclosing your information. This office will collect, use and disclose information about you for the following purposes:

- to deliver safe and efficient patient care
- to identify and to ensure continuous high quality service
- to assess your health needs
- to provide health care
- to advise you of treatment options
- to enable us to contact you
- to establish and maintain communication with you
- to offer and provide treatment, care and services in relationship to the oral and maxillo-facial complex and dental care generally
- to communicate with other treating health-care providers, including specialists and general dentists who are the referring dentists and/or peripheral dentists
- to allow us to maintain communication and contact with you to distribute health-care information and to book and confirm appointments
- to allow us to efficiently follow-up for treatment, care and billing
- for teaching and demonstration purposes on an anonymous basis
- to complete and submit dental claims for third party adjudicate and payment
- to comply with legal and regulatory requirements including the delivery of patient charts and records to the Royal College of Dental Surgeons of Ontario in a timely fashion, when required, according to the provision of the *Regulated Health Professions Act*
- to comply with agreements/undertakings entered into voluntarily by the member with the Royal College of Dental Surgeons of Ontario, including the delivery and/or review of patient charts and records to the College in a timely fashion for regularly and monitoring purposes
- to permit potential purchasers, practice brokers or advisors to evaluate the dental practice
- to allow potential purchasers, practice brokers or advisors to conduct an audit in preparation for a practice sale
- to deliver your charts and records to the dentist's insurance carrier to enable the insurance company to assess liability and quantify damages, if any
- to prepare materials for the Health Professions Appeal and Review Board (HPARB)
- to invoice for goods and services
- to process credit card payments
- to collect unpaid accounts
- to assist this office to comply with all regulatory requirements
- to comply generally with the law

By signing the consent section of our Patient Consent Form, you have agreed that you have given your informed consent to the collection, use and/or disclosure of your personal information for the purposes that are listed. If a new purpose arises for the use and/or disclosure of your personal information, we will seek your approval in advance.

Your information may be accessed by regulatory authorities under the terms of the *Regulated Health Professional Act* (RHPA) for the purposes of the Royal College of Dental Surgeons of Ontario fulfilling its mandate under the RHPA, and for the defense of a legal issue.

Our office will not under any condition supply your insurer with your confidential medical history. In the event that this kind of request is made, we will forward the information directly to you for review, and for your specific consent. When unusual requests are received, we will contact you for permission to release such information. We may also advise you if such a release is inappropriate.

You may withdraw your consent for use or disclosure of your personal information, and we will explain the ramifications of that decision, and the process.



PATIENT INFORMATION SHEET

How to Access the Privacy Process in our Office

Privacy of your personal information is an important part of our office on providing you with quality dental care. We understand the importance of protecting your personal information. We are committed to collecting, using and disclosing your personal information responsibly. We also try to be as open and transparent as possible about the way in which we handle your personal information. It is important to us to provide this service to our patients.

Our Privacy Information Officer Dr. Rick Merritt can be reached at:

Dove Dental - Commissioners Court Plaza

509 Commissioners Rd., West at Wonderland Road
London, Ontario
N6J 1Y5

Phone: 519-679-DOVE

Fax: 519-473-7435

Web: www.dovedentalcentres.com

Dr. Merritt will attempt to answer any questions or concerns that you might have. If you do have a concern and / or wish to make a complaint to us about our privacy practices, including asking questions about the contents of your charts or records, you must make your request in writing. Please send it to our office's Privacy Information Officer by surface mail, fax or e-mail.

Our Privacy Information Officer will promptly acknowledge receipt of your complaint in writing, and will ensure that it is investigated thoroughly. You will be provided with a formal decision in writing, and the reason for the decision.

If you are dissatisfied with the decision, you may seek further information from the Privacy Commissioner of Canada. We have included all the necessary contact information below.

Postal Address:

Privacy Commissioner of Canada
112 Kent Street
Ottawa, Ontario
K1A 1H3

General Inquiries:

Phone: 613-995-8210

Toll Free: 1-800-282-1376

Fax: 613-947-1376

Our privacy policies and procedures comply with federal legislation called the **Personal Information Protection and Electronic Documents Act (PIPEDA)**. This very complex law does provide for some exceptions to the privacy principles that are too detailed to outline here. Our Privacy Code sets out this dental office's commitment to protecting your private health and personal information. It is available upon request by asking any of our office staff.

Please be assured that every staff person in our office is committed to ensuring that you receive the best quality dental care.