



BROTHERS DENTAL

Caring Family Dentistry

ACKNOWLEDGEMENT OF RECEIPT OF NOTICE OF PRIVACY PRACTICES

Notice of Privacy Practices
THIS NOTICE DESCRIBES HOW HEALTH INFORMATION ABOUT YOU MAY BE USED AND DISCLOSED
AND HOW YOU MAY ACCESS THIS INFORMATION
PLEASE REVIEW IT CAREFULLY
THE PRIVACY OF YOUR HEALTH INFORMATION IS IMPORTANT TO US.

Please PRINT Patient's Name

Signature

Date

If you would like to receive a copy please initial here _____

BROTHERS DENTAL & PATIENT MUTUAL AGREEMENT

I understand I have the opportunity to ask questions and receive satisfactory and adequate explanations.

We take pride in being able to extend a greater degree of privacy than is required by law. Federal and state privacy laws are complex. Unfortunately, some dental offices try to find loopholes around these laws. For example dentists are forbidden by law from receiving money for selling lists of patient or medical information to companies to market their products or services directly to patients without authorization. Some dental practices, though, can lawfully circumvent this limitation by having a third party perform the marketing. While personal data is never technically in the possession of the company selling its products or services, the patient can still be targeted with unwanted marketing information. Brothers Dental feels this is improper and may not be in the patient's best interest. Accordingly, we agree not to provide medical/dental information for the purpose of marketing directly to our patients. Regardless of legal privacy loopholes, we will never attempt to leverage our relationship with you by seeking your consent for marketing products for others.

Brothers Dental has invested significant financial and marketing resources in developing this practice. Nothing in this Agreement prevents a patient from posting commentary about Brothers Dental on web pages, blogs, and/or mass correspondence. In consideration for treatment and the above noted patient protection, if you prepare such commentary for publication about Brothers Dental, you exclusively assign all intellectual Property rights, including property right, to Brothers Dental for any written, pictorial, and/or electronic commentary. This assignment shall be operative and effective at the time or creation (prior to publication) of the commentary.

This agreement shall be in force and enforceable for a period of five years from Brothers Dental last date of service to you. As a matter of office policy Brothers Dental is requiring that all patients in our practice sign the Mutual agreement so as to establish that any anonymous or pseudonymous publishing or airing of commentary will be covered by this Agreement for all Brothers Dental patients. Further, this Agreement will survive for a minimum of three years beyond any termination of Brothers Dental-Patient Relationship.

Brothers Dental and patient acknowledge that breach of this Agreement may result in serious, irreparable harm. Brothers Dental and patient agree to the right of equitable relief (including but not limited to injunctive relief). Should a breach of this Agreement result in litigation, the prevailing party in litigation shall be entitled to reasonable costs, expenses and attorney fees associated with the litigation.

Notice of Privacy Practices

Our Legal Duty

We are required by applicable federal and state law to maintain the privacy of your health information. We are also required to give you this Notice about our privacy practices, our legal duties, and our rights concerning your health information. We must follow the privacy practices that are described in the Notice while it is in effect. This Notice takes effect as of the date of signing, and will remain in effect until we replace it. We reserve the right to change our privacy practices and the terms of the Notice at any time, provided such changes are permitted by applicable law. We reserve the right to make changes in our privacy practices and the new terms of our Notice effective for all health information that we maintain, including health information we created or received before we made changes. Before we make a significant change in our privacy practice, we will change this Notice and make the new Notice available upon request. You may request a copy of our Notice at any time. For more information, or for additional copies of this Notice, please contact us.