

Electronic Communications Notice of Privacy Practices

Pierce Street Same Day Surgery collects, uses, and protects information related to SMS/text messaging and email communications sent through the electronic medical record (EMR) platform operated by Surgical Information Systems ("SIS"). Electronic communications are used only for authorized healthcare-related and operational purposes. No marketing or promotional messages are sent through this program.

How We Use Electronic Communications

The surgery center may send messages for the following purposes:

1. Patient communications related to upcoming procedures, including:
 - Appointment reminders
 - Arrival instructions
 - Pre-operative guidance
 - Completion of required intake or pre-op forms
2. Post-procedure communications, including:
 - Follow-up instructions
 - Recovery-related information
 - Satisfaction or recovery surveys
3. Operational notifications to authorized members, including:
 - Surgery Center staff
 - Healthcare providers
 - Physician Offices
 - Contracted Vendors
4. Visit- or procedure-related financial reminders, including estimated amounts due at time of service.
5. Secure portal notifications and secure links related to the surgical visit, including access to:
 - Estimates
 - Statements
 - Procedure-related information
6. Care coordination notifications to a patient's family member, designated caregiver, or authorized representative.

Consent to Receive Messages

Patients provide consent to receive electronic communications from Pierce Street Same Day Surgery in connection with their care.

Family members, caregivers, or authorized representatives receive messages only when their contact information is provided by the patient and the patient authorizes such communications.

Message frequency may vary depending on the patient, scheduled procedures, operational workflows, and communication preferences. Message and data rates may apply; if you have questions about your text or data plan, contact your wireless provider.

Information Sharing and Disclosure

Mobile information, SMS opt-in data, and text messaging consent information will not be shared with third parties or affiliates for marketing or promotional purposes.

All categories of information described in this Notice exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties except as necessary to facilitate the secure delivery of SMS communications or as otherwise required by law.

The ASC may utilize trusted service providers, vendors, and platform providers, including Surgical Information Systems (SIS), solely for the purpose of supporting secure healthcare communications, operational workflows, and related services.

Security

All medical records, financial details, and health information are protected by secure systems designed to support patient privacy and security.

Opting Out

Recipients may opt out of SMS messages at any time by replying STOP. After you send STOP, you may receive one final message confirming that you have been unsubscribed. You will no longer receive SMS messages unless you opt back in by replying START.

For assistance, reply HELP to any message or by calling 712-294-7740.

Contact Information

If you have questions regarding this Electronic Communications Privacy Notice, please contact:

Candy Steichen, Privacy Officer

Phone: 712-294-7693

Email: candy.steichen@unitypoint.org