

Center for Sports Medicine & Orthopaedics and Surgery Center Text Messaging (SMS) Policy

About This Policy

Center for Sports Medicine & Orthopaedics and Surgery Center may use text messaging (SMS) to communicate with patients regarding appointments, procedures, care coordination, services, and other healthcare-related or administrative information. This policy explains how Center for Sports Medicine & Orthopaedics and Surgery Center use and protect information associated with text messaging and how patients can manage their text messaging preferences. This policy applies to text messaging programs used by each organization.

Enrollment in Text Messaging

Patients are automatically enrolled to receive appointment and care-related text messages when they provide a mobile telephone number while scheduling an appointment with Center for Sports Medicine & Orthopaedics. This may occur when a patient:

- Schedules an appointment online;
- Schedules an appointment through our Call Center; or
- Registers for care at one of our Walk-In Clinics.

Patients do not need to separately opt in to receive these appointment and care-related messages. Text messaging may be used to provide information related to the patient's scheduled services, care, or account.

Patients may opt out of receiving text messages by replying STOP to an applicable message. Opting out of text messaging will not affect a patient's ability to receive medical care or services.

Types of Messages You May Receive

The types of text messages you receive will depend on whether you are receiving services from Center for Sports Medicine & Orthopaedics, Surgery Center, or both.

Center for Sports Medicine & Orthopaedics messages may include:

- Appointment reminders, confirmations, cancellations, and scheduling changes for office visits, physical therapy, occupational therapy, imaging, diagnostic testing, and other services;
- Check-in instructions, registration information, patient forms, or questionnaires that may need to be completed before a visit;
- Care coordination and follow-up communications;
- Notifications that results, documents, or other information are available for review;
- Billing, payment, account, or other financial communications; and
- Other administrative information related to your care or services provided by Center for Sports Medicine & Orthopaedics.
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Surgery Center messages may include:

- Surgery or procedure appointment reminders, confirmations, cancellations, or scheduling changes;
- Arrival times, check-in information, and registration requirements;
- Forms or information that may need to be completed or reviewed before your scheduled procedure;
- Pre-procedure instructions and other information related to preparing for your procedure;
- Follow-up or administrative communications related to your procedure;
- Billing, payment, account, or other financial communications; and
- Other administrative information related to services provided by Surgery Center.

Messages from either organization may include a link directing you to a secure system or an authorized service provider to complete a form, review information, make a payment, or take another action related to your care, procedure, or account. Text messaging is intended to supplement communication with your healthcare provider or staff. Text messaging should not be used for medical emergencies or urgent medical concerns. If you are experiencing a medical emergency, call 911 or seek immediate medical attention.

Promotional and Informational Messages

Center for Sports Medicine & Orthopaedics may separately send patients promotional or informational text messages regarding practice news, services, community events, educational information, or other announcements. When separate consent is required for these communications, agreeing to receive appointment or care-related messages does automatically enroll you in promotional text messaging.

Message Frequency and Charges

Message frequency will vary depending on your appointments, procedures, services, and interactions with Center for Sports Medicine & Orthopaedics or Surgery Center. Message and data rates may apply depending on your mobile carrier and service plan. Center for Sports Medicine & Orthopaedics and Surgery Center do not charge you for receiving text messages; however, your mobile carrier may impose charges. Neither organization is responsible for carrier charges or for messages that are delayed, blocked, or not delivered because of mobile carrier, network, or device-related issues.

How to Stop Text Messages or Get Help

To stop receiving text messages, reply **STOP** to the applicable message. You may receive a final confirmation message indicating that you have been unsubscribed.

For assistance, reply **HELP** to the applicable message or contact the organization that sent the message. Because Center for Sports Medicine & Orthopaedics and Surgery Center may use separate text messaging programs, opting out of messages from one organization may not automatically opt you out of messages from the other. You may need to update your communication preferences separately with each organization. Opting out of text messages does not prevent either organization from communicating with you through other permitted methods, including telephone, email, patient portal, or mail, and does not affect your medical care.

Information We Collect

When you are enrolled in a text messaging program, Center for Sports Medicine & Orthopaedics or Surgery Center, as applicable, may collect and maintain information such as:

- Your mobile telephone number;
- Information regarding your enrollment in the text messaging program;
- The delivery status of messages sent to you;
- Responses or messages you send;
- Your communication preferences; and
- Your requests to opt out of text messaging.

This information may be maintained as necessary to administer the applicable text messaging program, respond to communications, maintain communication preferences, and comply with applicable legal, regulatory, and mobile carrier requirements.

How We Use and Share Information

Center for Sports Medicine & Orthopaedics and Surgery Center use information associated with their respective text messaging programs to provide appointment, care-related, and administrative communications, respond to messages, manage communication preferences, process STOP and HELP requests, maintain appropriate records, and support healthcare and administrative operations.

Neither Center for Sports Medicine & Orthopaedics nor Surgery Center sells or rents your mobile telephone number, text messaging information, or text message content to third parties or affiliates for their own marketing or promotional purposes. Mobile information associated with text messaging will not be shared with third parties or affiliates for their marketing or promotional purposes. Each organization may use authorized vendors or technology service providers to facilitate text messaging and related services. These vendors may receive information necessary to provide services on behalf of the applicable organization and are expected to use that information only for the authorized purpose and in accordance with applicable contractual and legal requirements. Information may also be disclosed when permitted or required by law or otherwise permitted under applicable privacy requirements.

Privacy and Security

Center for Sports Medicine & Orthopaedics and Surgery Center take reasonable measures to protect patient information. However, standard SMS text messaging is not a fully secure or encrypted method of communication. Text messages may be visible to anyone who has access to your mobile device, telephone account, notification screen, or text message history.

Both organizations will make reasonable efforts to limit sensitive clinical information included in text messages. Patients should avoid sending highly sensitive medical, financial, or personal information through standard text messaging. For communications involving detailed medical information or documentation, you may be directed to a more appropriate or secure communication method.

Keeping Your Information Current

Patients are responsible for providing Center for Sports Medicine & Orthopaedics and Surgery Center, as applicable, with an accurate mobile telephone number and notifying the appropriate organization if their number changes or is no longer in their possession. If a mobile number is reassigned to another individual, the patient should notify the appropriate organization as soon as reasonably possible so that contact information and communication preferences can be updated.

Changes to This Policy

Center for Sports Medicine & Orthopaedics and Surgery Center may update this Text Messaging Policy periodically to reflect changes in services, technology, legal requirements, or communication practices. The current version of this policy will be made available through the applicable organization's designated patient resources or website.