

HEARTLAND DENTAL CARE INC.
NOTICE OF PRIVACY PRACTICES

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

When this Notice of Privacy Practices ("Notice") refers to "we" or "us," it is referring to Heartland Dental Care, Inc. and our employees. We are required by law to maintain the privacy of your protected health information ("PHI"), to follow the terms of this Notice, and to give you this Notice setting forth our legal duties and privacy practices concerning your PHI. This Notice describes how we may use and disclose your PHI. Additionally, this Notice explains the rights you have with respect to your PHI, and certain obligations we must abide by in accordance with the law. We reserve the right to amend this Notice. If we make any material revisions to this Notice, we will post a copy of the revised Notice or otherwise provide a copy to you.

- I. USE AND DISCLOSURE OF YOUR PHI** - We will use your PHI for treatment, payment and health care operations. We may also use your PHI for other purposes that are permitted and/or required by law and pursuant to your written authorization. The following lists examples of how we may use and/or disclose your PHI. Any other uses not described in this Notice will only be made with your explicit written authorization, which authorization you may revoke at any time by providing us with written notice of your revocation.
- A.** For Treatment - We may use and disclose your PHI in relation to the provision of dental services to you by dental practices we manage. We may disclose your PHI to dentists, dental technicians and health care providers that are involved in taking care of you.
- B.** For Payment - We will also use and disclose your PHI in order to obtain payment for the health care services provided to you. We may also need to disclose your PHI to receive prior approval from your health plan or to determine if your health plan will cover a certain procedure or service.
- C.** For Health Care Operations - We may also disclose your PHI in connection with the management of our business. For example, we can also use your PHI to conduct or arrange for audits, including fraud and abuse detection and compliance programs. Additionally, we may use your PHI for our healthcare operations and general administrative activities. Healthcare operations include quality assessment and improvement activities, reviewing the competence or qualifications of healthcare professionals, evaluating practitioner and provider performance, conducting training programs, accreditation, certification, licensing or credentialing activities.
- D.** For Appointment Reminders, Treatment Alternatives or Health-Related Benefits - We may use and disclose your PHI to contact you to remind you about appointments, to tell you about treatment options or alternatives, or about health-related benefits or services that may be of interest to you.
- E.** For Patient-Related Communication Purposes - Intraoral photography, "no cavity club" for children, phoned-in prescriptions, etc.
- F.** To Family Members, Relatives or Close Friends - Unless you object to such disclosure, we may disclose your PHI to your family members, relatives or close personal friends, or any other persons identified by you as being involved in your treatment or payment for your medical care. If you are not present to agree or object to our disclosure of your PHI to a family member, relative or friend, we may exercise our professional judgment to determine whether the disclosure is in your best interest. If we decide to disclose your PHI to your family member, relative or close personal friends, or other individual identified by you, we will only disclose the PHI that is relevant to your treatment or payment.
- G.** Other Permitted and Required Uses and Disclosures - We may use your PHI without obtaining your authorization and without offering you the opportunity to agree or object as follows:
- as required by law, provided however, that the use or disclosure will be made in compliance with applicable law;
 - to a public health authority that is authorized by law to collect or receive such information, or to a foreign government agency that is acting in collaboration with a public health authority;
 - to a health oversight agency for oversight activities authorized by law, including audits and inspections, and civil, administrative or criminal investigations, proceedings or actions;
 - to a public health authority or to a government authority authorized by law to receive reports of abuse, neglect or domestic violence;
 - for judicial or administrative proceedings or law enforcement purposes;
 - to a coroner or medical examiner to perform duties authorized by law;
 - to funeral directors, consistent with applicable law, as necessary to carry out their duties;
 - to organ procurement organizations or similar entities for the purpose of facilitating organ, eye or tissue donation and transplantation;
 - for research purposes;

- to avert a serious threat to health or safety, so long as the disclosure is only to a person who is reasonably able to prevent or lessen such threat;
- for specialized government functions, such as national security activities;
- to a correctional institution or law enforcement custodian; and
- to the extent necessary to comply with laws relating to workers' compensation.

II. YOUR RIGHTS - You have a number of rights associated with your PHI. The following describes these rights.

- A.** You have the right to request restrictions or limitations on how we are allowed to use and/or disclose your PHI, however, we do not have to agree to your requested restriction or limitation (except to the extent required by the Recovery Act for certain cash transactions). Your written request must specify: (1) if you would like to restrict or limit our use, disclosure or both; (2) what information you would like to restrict or limit; and (3) to whom you want the limitation or restriction to apply (e.g., your spouse). If we agree to a restriction or limitation of your PHI, the restriction or limitation will not prevent us from disclosing your PHI as follows: (1) to you if you request access to your PHI or if you request an accounting of disclosures; (2) for purposes required or permitted by law; or (3) in the case of an emergency.
- B.** You have the right to request receipt of PHI from us by alternative means or via alternative locations. For example, you may want to receive communications related to your prescriptions at a different address other than your home address. If you wish to receive confidential communications via alternative means or locations, please submit your request in writing to the Privacy Officer and set forth the alternative means by which you wish to receive communications or the alternative location at which you wish to receive such communications. We will accommodate all reasonable requests.
- C.** You have the right of access to inspect and obtain a copy of your PHI; provided, however, you are not entitled to access certain PHI exempted under HIPAA. If we do not have your PHI in our possession, we will provide you with the appropriate contact information when your request is received. If you request a copy of your PHI, you will receive a response to your request in a timely fashion but may be charged a reasonable, cost-based fee to cover copy costs and postage. In some limited circumstances, we may deny your request for access to PHI in which case you may request the denial be reviewed. If access is ultimately denied, you will be entitled to written explanation of the reasons for the denial. We may charge you for the costs of your request.
- D.** You have the right to receive an accounting of disclosures of your PHI made by us, including disclosures to or by our business associates, for the period of six (6) years prior to the date on which you request such an accounting, or such lesser period as you indicate. You will receive one request annually free of charge and, thereafter, we may charge you a reasonable, cost-based fee for each subsequent request for an accounting of disclosures within the same twelve-month period. We will notify you of the cost for an accounting of disclosures and you may choose to withdraw or modify your request before we charge you.
- E.** If you believe we have PHI about you that is incorrect or incomplete, you may make a written request to us stating the reasons to support any requested amendment. You have the right to request an amendment to your PHI for so long as we maintain your PHI. If we do not have your PHI in our possession, we will provide you with the appropriate contact information when we receive your request. We will respond to your request for an amendment no later than sixty (60) days after we receive your request. However, we may deny your request for amendment if, for example, we determine that the PHI you requested was not created by us or is already accurate and complete. You may respond to our denial by filing a written statement of disagreement, but we have the right to rebut your disagreement. If this occurs, you have the right to request that your original request, our denial, your statement of disagreement, and our rebuttal be included in future disclosures of your PHI.
- F.** You have the right at any time to obtain a paper copy of this Notice, even if you receive this Notice electronically. If you have received an electronic copy of this Notice, but wish to obtain a paper copy of this Notice, please send your request in writing to the Privacy Officer at the address listed below.
- G.** If you need any additional information about this Notice or wish to exercise any of your rights set forth in this Notice, please contact the Privacy Office at the following address: Heartland Dental Care, Inc., Attention: Chad Thompson, Corporate Compliance Officer, 1200 Network Centre, Suite 2, Effingham, IL 62401
- H.** If you believe your privacy rights have been violated, you may file a complaint with us or with the Secretary of the Department of Health and Human Services without retaliation.

This Notice of Privacy Practices is effective as of May 20, 2009.