

Individual Breach Notice

To all Lifetime Smiles Patients:

Lifetime Smiles takes its responsibilities under Texas and federal law to protect our patients PHI very seriously. Unfortunately, we have recently experienced a breach of PHI on our Yelp site.

Description of Occurrence:

An individual from our office has responded to the Yelp reviews which were left by patients. It was our effort to inform those patients that we strive for excellence and would love a chance to rectify and assist them with any misunderstanding that may have occurred. However, under current HIPAA guidelines, Reviews on social media should not be responded to by healthcare practices as it accounts as breach of PHI. the date of the first review was in the month of April of 2013 and the last response was in the month of Aug. of 2016.

Type of Unsecured PHI (Private Health Information) Involved:

Responses to Yelp reviews outlining steps to rectify misunderstandings.

Suggested Steps for Personal Protection:

It is always a great idea to monitor credit activities. No SS#, DOB, Addresses, Phone numbers were compromised in these responses.

Actions Taken and Undergoing to Investigate, Mitigate and protect Against Further Breaches:

All reviews were removed. Policies were updated to avoid responding to future reviews, all employees were retrained on policies. the individual in charge of the review managements was replaced from their position.

Contact Procedure for More Information:

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Respectfully,
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HIPAA officer