



ST. MARK'S FAMILY MEDICINE

Patient SMS Communications Privacy Policy & Consent

1. Purpose of Text Messaging

By providing your mobile number at check in and opting into SMS text messaging from **St. Mark's Family Medicine** you agree to receive text communications regarding your healthcare and administrative needs. Messages may include:

- Appointment reminders and confirmation requests
- Pre-procedure instructions or post-visit care information
- Prescription refill status updates
- Billing alerts or portal login notifications

Important Note: Text messages are intended for routine administrative and informational updates only. **Do not use text messaging for medical emergencies.** If you are experiencing a life-threatening medical emergency, call 911 immediately.

2. Privacy & Unencrypted Texting Notice

We take your privacy seriously. However, standard SMS text messages are not encrypted and can potentially be intercepted, viewed, or accessed by third parties (such as telecommunication carriers, family members sharing a phone plan, or anyone with access to your device).

- **Limitation of Health Information:** We limit the information sent via standard SMS to the minimum necessary. Detailed clinical notes, diagnosis information, or sensitive medical records will not be sent directly via text.
- **Third-Party Confidentiality:** The patient opt-ins will not be shared with any third-party systems for marketing purposes. This ensures transparency and aligns with regulatory standards for data protection. Information is shared strictly with trusted technology vendors acting as our Business Associates to facilitate your patient care.

3. Message Frequency & Rates

Message frequency varies depending on your appointment schedule and care plan.

4. Message & Data Rates

Message and data rates may apply depending on your mobile phone carrier's plan.

5. Opt-Out & Revocation

You have the right to revoke your consent and stop receiving text messages at any time:

- **To Opt Out:** Reply **STOP** to any text message received from our clinic.