

# ORO VALLEY MEDICINE

1171 E. Rancho Vistoso Blvd., Suite 143, Mountain View Plaza,  
Oro Valley, AZ 85755

## SHORT MESSAGE SERVICE (SMS) COMMUNICATION POLICY

### Consent and Confidentiality

Information obtained in the course of securing a patient's consent to receive Short Message Service (SMS) communications — including telephone numbers and related contact information — is maintained in accordance with applicable privacy standards. Such information is not disclosed to third parties for marketing purposes.

### Scope of SMS Communications

Patients who provide explicit consent may receive SMS communications from ORO VALLEY MEDICINE pertaining solely to matters directly related to their clinical care and administrative coordination. These communications may include:

- Appointment reminders
- Prescription notifications and prescription-related information
  - Referral coordination
  - Follow-up communications
- Information regarding medical processes specifically relevant to the patient's health
  - Billing inquiries or requests for clarification

SMS communications from ORO VALLEY MEDICINE are strictly informational and operational in nature. Promotional or marketing content is not disseminated.

### Message Frequency

The frequency of SMS communications will vary according to clinical and administrative need. In general, patients may receive a single reminder in advance of a scheduled appointment. Responses to patient-initiated concerns conveyed through approved communication channels may generate one or two follow-up messages, as clinically appropriate.

### Fees

ORO VALLEY MEDICINE does not impose charges for SMS communications. Standard carrier messaging and data rates may apply in accordance with the patient's individual mobile service plan.

## **Opt-In Process**

Patients may elect to receive SMS communications by providing explicit verbal or written consent at the time of registration or thereafter. Consent may be documented through direct verbal agreement during the enrollment process, submission of an online form, or completion of a written paper form.

## **Opt-Out Process**

Patients may withdraw consent for SMS communications at any time by contacting the office directly by telephone and requesting removal from the messaging list. Requests for discontinuation will be honored promptly.

## **Limitations of SMS Communication**

ORO VALLEY MEDICINE does not monitor, review, or respond to incoming text messages. Patients are EXPLICITLY INSTRUCTED TO NOT TRANSMIT ANY INFORMATION OF ANY KIND VIA SMS.

*All patient communications must be conducted through one of the following approved channels:*

- 1. Telephone conversation with a member of the office staff*
- 2. Voicemail message left on the office telephone system*
- 3. Direct telephone communication with the physician*

The office endeavours to respond to messages received through these approved channels within two business days. ORO VALLEY MEDICINE assumes no responsibility for communications transmitted via inbound text message.

## **Declining SMS Communications**

Patients who do not wish to receive SMS communications may decline consent at the time of registration by not selecting the SMS consent option on new patient forms. Consent is voluntary and is not a condition of receiving medical care.