

**AUTHORIZATION FOR MARKETING  
(Health Plan)**

Purpose: This form is used to authorize us to use or disclose protected health information, or for another person to disclose protected health information to us, for the purpose of encouraging the recipient to use products or services.

**SECTION A: Psychotherapy notes.**

Check if this authorization is for psychotherapy notes.

**If this authorization is for psychotherapy notes, you must *not* use it as an authorization for any other type of protected health information.**

**SECTION B: Individual authorizing use and/or disclosure.**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Identification Number: \_\_\_\_\_

**SECTION C: The use and/or disclosure being authorized.**

Protected Health Information to Be Used and/or Disclosed: Specifically and meaningfully describe the protected health information you are authorizing be used and/or disclosed:

\_\_\_\_\_  
\_\_\_\_\_

Entities Authorized to Use or Disclose: Name or specifically identify the persons and/or organizations (or the classes of persons and/or organizations), including us, who you are authorizing to make use of and/or to disclose the protected health information described above:

\_\_\_\_\_  
\_\_\_\_\_

Entities Authorized to Receive: Name or specifically identify the persons and/or organizations (or the classes of persons and/or organizations), including us, to whom you are authorizing the disclosure and subsequent use of the protected health information described above:

\_\_\_\_\_  
\_\_\_\_\_

Purpose of this Authorization:

\_\_\_\_\_  
\_\_\_\_\_

No Conditions: This authorization is voluntary. We will not condition your enrollment in a health plan, eligibility for benefits or payment of claims upon giving this authorization.

Effect of Granting this Authorization: The protected health information described above may be disclosed to and/or received by persons or organizations that are not health plans, covered health care providers or health care clearinghouses subject to federal health information privacy laws. They may further disclose the protected health information, and it may no longer be protected by federal health information privacy laws.

Remuneration: 0 (check if applicable) We will receive direct or indirect remuneration from a third party as a result of the use and/or disclosure of protected health information authorized by this form.

**SECTION D: Expiration and revocation.**

Expiration: This authorization will expire (complete one):

- On \_\_\_\_ / \_\_\_\_ / \_\_\_\_\_
- On occurrence of the following event (which must relate to the individual or to the purpose of the use and/or disclosure being authorized):

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Right to Revoke: I understand that I may revoke this authorization at any time by giving written notice of my revocation to the Contact Office listed below. I understand that revocation of this authorization will *not* affect any action you took in reliance on this authorization before you received my written notice of revocation.

Contact Office: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Address: \_\_\_\_\_

**INDIVIDUAL'S SIGNATURE.**

I, \_\_\_\_\_, have had full opportunity to read and consider the contents of this authorization, and I understand that, by signing this form, I am confirming my authorization of the use and/or disclosure of my protected health information, as described in this form.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

If this authorization is signed by a personal representative on behalf of the individual, complete the following:

Personal Representative's Name: \_\_\_\_\_

Relationship to Individual: \_\_\_\_\_

**YOU ARE ENTITLED TO A COPY OF THIS AUTHORIZATION AFTER YOU SIGN IT.**