



Fundraising and Privacy Best Practices

Can I use PHI (Protected Health Information) for fundraising purposes?

Yes, as long as all HIPAA requirements are met, permitted fundraising PHI may be used for fundraising communications.

Is an opt-out option required in fundraising requests?

Yes. All fundraising requests need to include the ability for the recipient to opt-out of receiving any fundraising requests. Opt-out statements must also be clear and easily visible.

What's considered permitted fundraising PHI?

- Patient demographics
- Service dates
- Department of service
- Provider's name
- Outcome information
- Health insurance status

Can a provider use PHI, while treating a patient, to request donations from the patient?

No. Covered Entity (i.e. foundation) staff are only allowed to use the permitted fundraising PHI when communicating with patients about fundraising.

Can fundraising or any other staff members ask for donations while the patient is receiving health care services?

No. Staff should NOT initiate a conversation with potential donor while they are in the hospital and receiving services.

If in doubt:

Ask your manager or contact your Compliance Department.

Hospital foundations take the HIPAA Privacy Rule, as well as other federal and state privacy requirements, very seriously and remain committed to protecting and respecting the privacy of their patients and donors.