



April 17, 2017

Substitute Notification of Privacy Incident

UNC Health Care is committed to providing you with superior health care services and takes very seriously its obligation to protect the privacy of your medical information. Unfortunately, we are writing to inform you of a privacy incident of which our office recently learned concerning information about you that may have been obtained during your appointment with your provider at the UNC Hospitals OB-GYN Clinic (“OB Clinic”) located in the N.C. Women’s Hospital at 101 Manning Drive, Chapel Hill, NC 27517.

In early February 2017, our office began a review of the OB Clinic’s practice for the completion and use of Pregnancy Home Risk Screening Forms. The Pregnancy Home Risk Screening Form was developed by Community Care of North Carolina and was designed to connect Medicaid-eligible pregnant women with valuable pregnancy-related support services. The form asks pregnant women seen in the OB Clinic to share information about their pregnancy and related behaviors potentially affecting their pregnancy and also contains a section completed by the treating provider or clinic staff. Completed forms are sent by the OB Clinic to the health department in the county where the woman lives.

We discovered that many patients who were not Medicaid-eligible who visited the OB Clinic between April 2014 and February 2017 were also asked to complete the Pregnancy Home Risk Screening Form. Many of these forms completed by women who were not Medicaid-eligible were then sent to the county health departments where they lived. As a precaution, we are sending you this letter to inform you that you may have completed the Pregnancy Home Risk Screening Form and that this form may have been mistakenly shared with the county health department of the county in which you live.

If you completed a Pregnancy Home Risk Screening Form, it may have included information about you, such as demographic information (like your name and address), your race and ethnicity, your Social Security Number, information about your physical and mental health, sexually transmitted diseases, your HIV status, smoking, drug and alcohol use, and medical diagnosis information related to your pregnancy and any prior pregnancies.

Since discovering this practice, the OB Clinic has revised its process and procedure for patients completing the Pregnancy Home Risk Screening Form to ensure that only forms completed by Medicaid patients are sent to county health departments. All appropriate personnel have been trained on this new process. UNC Health Care is also working with the county health departments and has requested that paper forms for non-Medicaid patients be sent back to the OB Clinic and that any electronic information about non-Medicaid patients be purged from their electronic information systems.

All county health departments in North Carolina who received completed Pregnancy Home Screening Forms from the OB Clinic are subject to federal and state privacy laws requiring that appropriate technical, administrative and physical safeguards be in place to protect medical information in all forms (paper and electronic) in their possession. As such, we have no reason to believe that you are or will be at financial risk as a result of the release any of your information to the county health department where you live.

Should you wish to take steps to review and monitor your credit you can place a fraud alert on your credit report by contacting any one of the three major credit bureaus listed here:

Equifax	Experian	TransUnion
1.800.525.6285	1.888.397.3742	1.800.680.7289
PO Box 740241	PO Box 9532	PO Box 6790
Atlanta, GA 30374	Allen, TX 75013	Fullerton, CA 92834
www.equifax.com	www.experian.com	www.transunion.com

As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts on your credit file. Under North Carolina law, you also have the option of instituting a “security freeze” on your credit file, which is free in some instances. A security freeze locks your credit file so that no one will be able to access your data (or improperly open an account in your name) without your permission. For more information on the process for requesting a security freeze, visit the North Carolina Department of Justice’s website at <http://ncdoj.gov/Protect-Yourself/2-4-3-Protect-Your-Identity/Protect-Yourself/Freeze-Your-Credit.aspx>

If you suspect that you are a victim of identity theft or financial fraud as a result of this incident, UNC Health Care will provide you with fraud resolution services from our contractor, CYBERSCOUT at no cost to you. Please call 1-800-596-8362 if you believe you are a victim of identity theft or financial fraud related to this incident. If actual fraud is identified, a specialist will work with you one-on-one to help you settle any issues at no cost to you. This offer for fraud resolution services will be available to you to activate at any time for one full year from the date of this letter.

Please know that UNC Health Care and the OB Clinic take their obligation to protect patient privacy very seriously. We are truly sorry that this incident occurred and we sincerely apologize for any stress or worry that this may cause you. We appreciate your trust in us to handle this matter appropriately. Should you have questions or should you wish to discuss this further, please do not hesitate to contact our call center at 1-800-596-8362.

Yours truly,

David Behinfar, JD, LLM, CHC, CHRC, CCEP, CIPP/US
Chief Privacy Officer
UNC Health Care System