

University of Colorado Health Sciences Center
HIPAA Policy

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I. Purpose, Reference, and Responsibility

A. Purpose

The purpose of this policy is to identify the circumstances whereby the University of Colorado Health Sciences Center is authorized to contact patients or their representatives for the purpose of marketing.

B. Reference

45 C.F.R. § 164.508(a)(3).

C. Responsibility

It is the responsibility of anyone in the UCHSC who wishes to contact individuals for marketing using PHI to follow this policy.

II. Applicability and Definitions

A. Applicability

The UCHSC may not use or disclose PHI for marketing purposes without an authorization meeting the requirements of UCHSC HIPAA [Policy 3.1](#) and the exceptions provided here.

B. Definitions

Marketing
Nominal Value
Protected Health Information (PHI)
Promotional Gift

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III. Policy

A. General

The UCHSC must obtain an authorization for any use or disclosure of protected health information for marketing except in the following circumstances: 1) if the communication is a face-to-face communication between the UCHSC and the individual; or 2) if the communication involves only a promotional gift of nominal value provided by the UCHSC.

Additionally, if the marketing involves direct or indirect remuneration to the UCHSC from a third party, the authorization must state that remuneration is involved.