

RHM Text Messaging Privacy Policy

Effective Date: 3/12/2025

1. Introduction

All references to “**RHM**”, "we," "our", or "us" refer to Reproductive Health Medicine and Gynecology, with the registered office address: 3965 Holcomb Bridge Rd, Suite 100, Peachtree Corners, GA 30092. RHM is committed to protecting your privacy and ensuring the confidentiality of your personal information. This Text Messaging Privacy Policy explains how we collect, use, store, and protect your information when you receive text messages from us. By providing your phone number and opting into our Text Messaging Service, you agree to this policy.

"**Text Message Service**" includes any arrangement or situation in which we send one or more messages addressed to your mobile phone number, including text messages (such as SMS, MMS, or successor protocols or technologies).

Please note: The RHM Text Messaging Privacy Policy operates separately from our HIPAA Privacy Policy, which governs the handling and protection of health information within our practice.

2. Text Messaging Platforms Used by RHM

RHM utilizes the following platforms for patient communication via text messages:

- **RingCentral** – For administrative and patient coordination messages.
- **Beetexting** – For secure patient engagement.

These platforms facilitate communication between RHM and our patients while maintaining privacy and compliance with relevant regulations.

3. Information We Collect

When you opt in to receive text messages from RHM, we may collect the following information:

- **Your mobile phone number**

- **Date, time, and content of text messages exchanged**
- **Your communication preferences (opt-in/opt-out status)**
- **Any responses you provide to our text messages**

We do not collect or send sensitive health information via text messages. Any confidential medical details will be provided through our secure patient portal or in-person communication.

4. How We Use Your Information

We use text messages for purposes including but not limited to the following:

- **Appointment reminders and confirmations**
- **Billing and payment reminders**
- **Notifications about prescriptions and/or test results**
- **Practice updates, including office closures and policy changes**
- **General patient communications and health education**

We will not send sensitive health information, test results, or confidential data via text messages. Instead, we will direct you to our secure patient portal or ask you to call our office.

5. SMS TCR (Campaign Registry) Compliance

RHM complies with The Campaign Registry (TCR) requirements for business-to-consumer messaging. To ensure compliance with TCR guidelines and carrier regulations, we:

- **Obtain express written consent before sending text messages**
- **Clearly state the purpose and nature of text messages at the time of opt-in**
- **Provide a clear opt-out option in every message**
- **Avoid the use of prohibited content, including marketing spam, deceptive messages, or restricted health information via text**
- **Maintain message logs and consent records for compliance audits**
- **Include links to our Terms & Conditions and Privacy Policy in all opt-in forms and consent processes to ensure transparency and compliance**

6. How We Protect Your Information

RHM takes appropriate security measures to protect your personal information, including:

- **Limiting the type of information shared via text messages**
- **Restricting access to text messaging systems to authorized personnel only**
- **Monitoring and auditing text message communications for compliance**

However, text messages are not encrypted and may be intercepted by unauthorized third parties. For this reason, we recommend discussing any confidential or sensitive information via our secure patient portal or during an in-person visit.

7. Your Rights and Choices

- **Opt-Out:** You may opt out of receiving text messages at any time by replying STOP to any text message. Once opted out, you will no longer receive non-essential messages, except for those required by law or necessary for your healthcare.
- **Help & Support:** For assistance, please contact our office at 770-450-8677 and/or email us at info@rhmgyn.com.
- **Message Frequency & Data Rates:** Message frequency may vary depending on your healthcare needs. Standard message and data rates may apply based on your mobile carrier's plan.
- **Updating Your Preferences:** If you wish to update your communication preferences or contact information, please call our office or visit our website.

8. Text Messages from AthenaHealth (EHR) and Third-Party Providers

RHM uses AthenaHealth (our electronic medical records system) to manage patient care and communications. You may receive text messages directly from AthenaHealth, including:

- **Appointment reminders and confirmations**
- **Pre-visit check-in and Telehealth visit links**
- **Notifications about test results**
- **Other practice-related alerts**

These messages are managed by AthenaHealth, which operates under its own terms and conditions and privacy policies, which are beyond our control. We encourage you to review AthenaHealth's policies for more details on how they manage text message communications.

9. Information Sharing & Disclosure

RHM does not sell, rent, or share your personal information with third parties for marketing purposes. However, we may share your information:




- **With service providers who assist us in delivering text messages (e.g., RingCentral, Beetexting, phone carriers)**
 - **When required by law, regulation, or court order**
 - **To protect the safety and security of our patients and staff**
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10. Changes to This Policy

We reserve the right to modify this Text Messaging Privacy Policy at any time. Any changes will be posted on our website at www.rhmgyn.com with the updated effective date. Your continued use of our Text Message Service constitutes acceptance of the revised policy.

11. Contact Us

If you have any questions about this policy or our text messaging practices, you can contact us at:

-  **770-450-8677**
-  info@rhmgyn.com
-  www.rhmgyn.com

By opting into RHM Text Message Service, you acknowledge and agree to this Text Messaging Privacy Policy.