



## **POLICY**

### **Information Privacy: Internal Use of Protected Health Information**

#### **BOARD, HOME OFFICE AND SALES ASSOCIATES**

##### **1. DESCRIPTION**

This policy addresses the privacy and security of Protected Health Information (PHI) and prohibited internal Uses of PHI.

##### **2. PURPOSE**

The establishment of strong internal standards for access, Use and Disclosure of PHI is important to protect the privacy and security of WoodmenLife's customers. In our daily business, WoodmenLife collects and maintains volumes of PHI to service our customers. As a result of WoodmenLife's Long Term Care, Medicare Supplement and Daily Hospital Supplement certificates ("Health Plans"), WoodmenLife is a covered entity under the Health Insurance Portability and Accountability Act (HIPAA) privacy regulation. HIPAA regulations establish restrictions on the Use of PHI, for Non-Health Plan purposes.

##### **3. SCOPE**

All Board, home office and sales associates (collectively referred to as "Associates") are required to comply with the provisions of this policy in order to protect the privacy and confidentiality of our customer's PHI and to comply with federal law.

##### **4. POLICY AND PROCEDURE**

###### **A. Use of Protected Health Information (PHI) for Non-Health Plans**

1. PHI acquired or maintained by WoodmenLife in connection with the performance of a "Health Plan" may not be used by any WoodmenLife Associate for "Non-Health Plan Functions" without a signed authorization of the customer/insured. Exceptions may be made only by approval of the Legal Department. Questions should be referred to the Associate's supervisor or the division/department manager.
  - a) For example, information related to a health plan certificate may not be used by Associates of divisions, departments or affiliates that do not perform Health Plan functions such as Woodmen Financial Services, Inc., the Investment Division or the life and annuity issue section of the Core Operations Division.

## B. Authorizations

1. WoodmenLife will obtain a signed authorization for the following Uses of PHI for Non-Health Plan functions:
  - a) Use of PHI to administer fraternal benefits;
  - b) Use of PHI to underwrite other Non-Health Plan applications for insurance;
  - c) Use of PHI to process a claim for Non-Health Plan claims;
  - d) Use of PHI to resolve or contest any issues of updated, incomplete, incorrect or misrepresented information on a Non-Health Plan application for insurance.
2. Examples of how Use of PHI is restricted without an authorization:
  - a) Application or claim information from a long term care or hospital supplement certificate may not be transferred by a soliciting Sales Associate to a subsequent life, annuity or cancer certificate application or claim form. However, if an authorization is signed before completion of a Non-Health Plan application or claim form, information may be transferred to non-covered plan application and claim forms.
  - b) An underwriter may not use information received or created during the underwriting process for a long-term care application to review or process a subsequent life application. However, if a signed authorization is obtained with the life application, information received or created during the long-term care application process may be used to underwrite the life application.

## C. Use of Protected Health Information (PHI) for Health Plans

1. PHI acquired or maintained by WoodmenLife in connection with a "Health Plan" may only be used by any WoodmenLife Associate for permitted functions.
2. Permitted functions include the following activities of WoodmenLife's Health Plans:

- a) Health Plan customer service activities including, but not limited to: preparation and provision of information for Health Plan customers/insureds; resolution of complaints and grievances, responding to customer inquiries regarding certificate benefits, billing, premium payment and any other activity related to the maintenance of customer relations.
- b) Health Plan underwriting, premium rating or issuance of renewal of certificates, benefit plan design, ceding, placing or otherwise securing reinsurance, and other activities related to the creation, renewal or replacement of Health Plans.
- c) Processing of claims for benefits under a Health Plan issued or administered by WoodmenLife, including;
  - (1) determination of covered benefits
  - (2) payment or denial of a claim, medical review of services and medical necessity
  - (3) concurrent or retrospective review of services
  - (4) review of practice patterns
  - (5) case management
  - (6) cost containment review
  - (7) adjudicating appeals
  - (8) other similar activities
- d) Legal, accounting, auditing and compliance activities including internal compliance and monitoring, regulatory review, responding to regulatory inquiries and complaints, market conduct compliance activities, and other activities related to the legal and financial compliance of WoodmenLife in connection with WoodmenLife's Health Plans.
- e) Health Plan business management and general administrative activity related to the management, planning, administration or operation of Health Plans. Examples include tax reporting, Business Technology maintenance of systems, training, commission administration and mail services.

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- f) Sharing updated customer contact or premium payment information with non-Health Plans as necessary for coordination of benefit activities. For example, updated customer addresses, telephone numbers, etc. received in connection with a Health Plan may be recorded for other certificates owned by the customer or premium information may be shared between Health Plans or other lines of insurance for purposes of premium payment research and payment reconciliation.
- g) Other activities approved by the Legal Department.

## **5. DISCIPLINARY ACTION**

Violation of this policy is subject to disciplinary action up to and including termination.

## **6. DEFINITIONS**

Unless specifically defined in this section, all controlling definitions are listed in Addendum A; Information Privacy and Information Security Policies Glossary.