

**PROCEDURE-2508-A**

**Authorization to Use or Disclose Protected Health Information (PHI) for Marketing Purposes**

1. The North Sound Mental Health Administration (NSMHA) will obtain an authorization from a patient or client for any use or disclosure of PHI for marketing, except if the communication is in the form of:
  - a. A face-to-face communication with the patient; or
  - b. A promotional gift of nominal value provided by NSMHA.
2. If the marketing involves NSMHA receiving direct or indirect remuneration by a third party, the authorization will state that such remuneration is involved.
3. If NSMHA will be receiving any payment for making or facilitating any such treatment communications, the patient or client who is the subject of the PHI shall be advised clearly and conspicuously that she/he has the right to opt out of receiving any such communications and NSMHA will make the opt-out procedure as easy as possible and will not impose any undue burden on the patient.