

STATE OF NEW YORK

328

2017-2018 Regular Sessions

IN ASSEMBLY

January 5, 2017

Introduced by M. of A. BRAUNSTEIN, ABINANTI, ZEBROWSKI, COLTON, JAFFEE, STECK -- Multi-Sponsored by -- M. of A. CROUCH, GRAF, HIKIND, LOPEZ, MONTESANO, O'DONNELL, SALADINO, SIMANOWITZ -- read once and referred to the Committee on Health

AN ACT to amend the public health law, in relation to the protection of private patient information by ambulance services

The People of the State of New York, represented in Senate and Assembly, do enact as follows:

Section 1. Section 3001 of the public health law is amended by adding two new subdivisions 22 and 23 to read as follows:

22. "Individual identifying information" means information identifying or tending to identify a patient.

23. "Marketing" means, but is not limited to, advertising, detailing, marketing, promotion, or any activity that is intended to be or could be used to influence business volume, sales or market share or evaluate the effectiveness of marketing practices or personnel, regardless of whether the beneficiary of the marketing is a governmental, for-profit, or not-for-profit entity.

§ 2. The public health law is amended by adding a new section 3006-a to read as follows:

§ 3006-a. Patient privacy. 1. No ambulance service, advanced life support first response service, or employee, member or agent thereof shall disclose, sell, transfer, exchange or use any individual identifying information to any person or entity for the purpose of marketing.

2. Notwithstanding subdivision one of this section, and subject to otherwise applicable law, individual identifying information may be disclosed, sold, transferred or exchanged to:

(a) the patient who is the subject of the information, or a person authorized to make health care decisions for the patient;

(b) a health care provider providing care or treatment to the patient, for the purpose of such care or treatment; or a health information

EXPLANATION--Matter in italics (underscored) is new; matter in brackets [-] is old law to be omitted.

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1 system subject to regulations of the department, for the purpose of such
2 care or treatment;

3 (c) an officer, inspector or investigator for a government health,
4 licensing or law enforcement agency acting under appropriate legal
5 authority;

6 (d) a person authorized by a court order to receive such information;

7 (e) the patient's health plan, insurer, or third party payer, or an
8 agent thereof, for the purpose of payment or reimbursement for health
9 care services, including determining compliance with the terms of cover-
10 age or medical necessity, or utilization review;

11 (f) a person or entity to whom, and for a purpose for which, disclo-
12 sure or transfer is otherwise explicitly authorized or required by law;

13 (g) a person or entity acting as an employee or agent of a person or
14 entity under any preceding paragraph of this subdivision, for the
15 purpose of and consistent with that paragraph; or

16 (h) a government entity as provided by law.

17 3. Nothing in this section shall prohibit the collection, use, trans-
18 fer, or sale of patient data by zip code, geographic region, or medical
19 specialty for marketing purposes, providing it does not contain individ-
20 ual identifying information.

21 4. This section shall not prevent a person from disclosing, selling,
22 transferring, or exchanging for value his or her own individual identi-
23 fying information, for any purpose; provided that the information does
24 not include individual identifying information pertaining to any other
25 person.

26 5. This section does not prohibit a not-for-profit or governmental
27 ambulance service or advanced life support first response service, or
28 agent thereof, from using a patient's name and address in order to
29 contact such patient or a family member at such address with requests
30 for donations to such service; providing that such use shall not include
31 disclosing any other individual identifying information.

32 6. No person or entity to whom or which individual identifying infor-
33 mation is disclosed, sold, transferred or exchanged shall disclose,
34 sell, transfer or exchange it to any person or entity other than for the
35 lawful purpose for which it was disclosed, sold, transferred or
36 exchanged to the person or entity, and without satisfactory assurance
37 that the recipient will safeguard the records from being disclosed or
38 used for marketing purposes.

39 7. This section does not authorize any disclosure, sale, transfer, or
40 exchange of individual identifying information that is not otherwise
41 authorized or required by law.

42 8. In addition to the commissioner's authority to enforce this section
43 under section three thousand twelve of this article, the attorney gener-
44 al shall have the authority to bring an action to enforce compliance
45 with this section without referral by the commissioner.

46 § 3. This act shall take effect on the one hundred eightieth day after
47 it shall have become a law; provided that, effective immediately, the
48 commissioner of health may make regulations and take other actions
49 reasonably necessary to implement this act on such date.