



AUTHORIZATION FOR THE USE OF PHOTOGRAPHY AND TESTIMONIALS

In connection with the healthcare services that I, _____, have received or shall be receiving, do hereby authorize photography (using current and accepted methods) may be taken of me or parts of my body (as defined by my healthcare provider), under the following conditions:

Patient ID:

1. My healthcare provider may take the photography or it may be taken by a designee approved by my healthcare provider who has signed a HIPAA required Business Associate Agreement with my healthcare provider.
2. The photography shall be used for medical records and if, in the judgement of my healthcare provider, medical research, education or science will be benefited by its use, such photography and information relating to my case may be published and republished, either separately or in connection with each other, in professional journals or medical books, or used for any other purpose which he/she may deem proper in the interest of medical education, knowledge and research. It is specifically understood that in any such publication or use, all reasonable effort will be made so that I shall not be identified by name. I understand I may be recognized and identifiable in the photography. All reasonable efforts will be made to avoid personal identification.

3. I authorize my healthcare provider to use or re-use for marketing purposes, testimonials or photographs posted by me on social media (such as FACEBOOK, TWITTER, etc.) PLEASE CHECK

Yes No

4. I authorize my healthcare provider to use for marketing purposes, photographs taken of or testimonials given by me or by my legal representative, only after discussing how they will be used. PLEASE CHECK

Yes No

5. I understand the authorizations for numbers (3) and (4) above may be posted on the healthcare provider's social media outlet(s), the provider's website or used as directed by my healthcare provider. This information will be used only in a professional and ethical manor as directed by my healthcare provider. I have the right to request that my healthcare provider inform me prior to using any information for marketing or non-healthcare related purposes.

6. I authorize my healthcare provider to send information to me, either electronically or through a mail service, about products or services the practice may now or in the future provide that may be of interest to me.

7. I understand I have the right to revoke this authorization in writing, except to the extent that action has been taken in reliance on this authorization, or, if applicable, during a contestability period. In order for the revocation of this authorization to be effective, we must receive the revocation in writing.

The revocation must include:

- The patient's full name and address
- The patient's desire to revoke this authorization
- The effective date of this revocation
- The patient's and/or patient's agent/representative's signature
- The relationship to the patient, if applicable