



The NeuroGenesis Project

THE NEUROGENESIS PROJECT

AT

CENTER FOR BRAIN CARE

**NEW PATIENT WELCOME PACKET**



# The NeuroGenesis Project

## Welcome!

Please accept our appreciation for choosing The NeuroGenesis Project's Center for Brain Care to help you Get the Most From Your Mind! This innovative Neurological practice brings cutting edge, personalized solutions directly to you. Our goal is to deliver outstanding results and the best value available for your Neurological needs.

## Why Choose a Direct Care Neurological Practice?

### *To Get Access*

Many patients simply can't find a neurologist to take on their care because of limitations, such as a lack of insurance, complicated symptoms, or legal entanglements. Membership in our practice gets you access to skilled neurological care, no strings attached.

### *Because it's Affordable*

We have chosen to use a membership-based business model, which means that we contract directly for with our patients for their care. Unlike most high-end concierge practices, direct care memberships strive to be affordable. With our membership you are *not* buying insurance, you *are* buying comprehensive, accessible care from your doctor.

We do not accept payments from insurance companies. This frees our practice from the bureaucracy and inefficiency that many patients find unappealing. And it also allows us to focus our energy on *you*, rather than on the distractions and interruptions from external influences. The retainer model also allows us to maintain a small panel of patients, freeing up our time to dig deep and address your needs thoroughly and quickly.

Other professionals like lawyers, engineers, architects and computer programmers routinely use a membership-based business model when they charge a retainer. Our belief is that, by applying a similar business practice to our relationship, you will benefit from personalized, highly precise care without the intrusion of third parties who might try to control your care to your detriment.

Our monthly fee is equivalent to most health-care membership products and provides you with many valuable member benefits that are often not able to be provided by other health-care practices that accept insurance.

To ensure transparency and consistency, we have created a fee schedule which we post and update on a periodic basis. The purpose of this is so that you understand exactly what you are paying for and what you can expect for your money. We charge a flat hourly fee, which simplifies things and covers the time that we spend with you reviewing your records, performing a very

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detailed history and examination, and compiling a thorough and meaningful plan of action. Digging deep when we meet at our first encounter sets you up for success in the long run. The separate membership fee, which renews on a regular basis, allows us to stay free of having to turn the practice into an insurance-based practice, freeing us up to focus on providing extremely individualized care just for you.

The good news is that most patients will find that their insurance carriers will reimburse at least part of the cost of their care, and you may want to review your benefits. For example, if you have a Health Savings Account or Health Reimbursement Account, charges for encounters and medical care may be covered. And even though the membership fee is not currently a covered cost, legislation is being crafted in the U.S. Congress to make this a possibility one day.

## *For Better Outcomes*

In our practice, our only boss is the patient. We don't have to worry about an insurance company or hospital punishing us for taking too much time with our patients. We also don't have to spend half the day entering details into someone else's database just to satisfy a bureaucratic requirement that makes no difference to your care. This frees us up to spend time solving problems and providing care. And because our best marketing tool is good word-of-mouth, we really want our patients to have great outcomes.

## Your First Encounter

For Clinical Care patients, at your first encounter, your doctor will take a very thorough history and evaluate all available records and imaging studies. Then you will undergo a thorough and detailed physical and neurological examination. Next, findings will be reviewed together. The usual first visit takes one to two hours, which allows us to do a "deep dive," a very thorough and high-quality analysis of your neurological status. We generally like to construct a timeline of events and look with a critical eye for any gaps in care to date. We then formulate an action plan based on your assessment, and you will leave with a very clear sense of next steps. Prescriptions for testing and medications will be taken care of during the visit, so that you know exactly what needs to be done. Your results will be made available to you through your online patient portal to our electronic medical record, and you will be given access to our customized online neurological video encyclopedia. Our aim is to make information available at all times so that you feel confident that your questions can be answered and so that you are secure in your treatment plan.

## Following Up

Future followup visits are performed in a similar fashion. The first followup visit usually takes about as long as the initial consultation, because there will be much new data to review. However, subsequent followup visits are usually shorter, as they are meant to provide fine-tuning and ongoing management. For your convenience, at the discretion of your doctor, you will be able to access us through our Telemedicine application, which provides the convenience of a remote appointment.

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Imagine having a visit from anywhere that you have access to a computer with broadband Internet and a video camera!

## Testing

As far as testing is concerned, we are very picky about quality, so we are selective about the studies that we recommend, and with whom we associate to obtain those studies, whether they be imaging, neurophysiology, or lab tests. Our associates provide excellent value, and the vast majority of studies that we order are covered by insurance.

## We Are at Your Service!

Our aim is to deliver precise, high-level analysis of your neurological system in order to solve your problems at the best yet safest price point available. Through customized treatments, our solid and proactive management of your care will help you to optimize your neurological function now and for years to come.

Most sincerely,

Sean Orr, M.D.  
President  
The NeuroGenesis Project at  
The Center for Brain Care

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## NOTICE OF PRIVACY POLICIES

THIS NOTICE DESCRIBES HOW INFORMATION ABOUT YOU MAY BE USED AND DISCLOSED AND HOW YOU CAN GET ACCESS TO THIS INFORMATION. PLEASE REVIEW IT CAREFULLY.

### *Introduction*

At The NeuroGenesis Project, we are committed to treating and using protected health information about you responsibly. This Notice of Privacy Practices describes the personal information we collect, and how and when we use or disclose that information. It also describes your rights as they relate to your protected health information. This Notice is effective July 29, 2018, and applies to all protected health information as defined by federal regulations.

### *Understanding Your Health Record/Information*

Each time you visit the Center for Brain Care at The NeuroGenesis Project, a record of your visit is made. Typically, this record contains your symptoms, examination and test results, diagnoses, treatment, and a plan for future care or treatment. This information, often referred to as your health or medical record, serves as a:

- Basis for planning your care and treatment
- Means of communication among the many health professionals who contribute to your care
- Legal document describing the care you received
- Means by which you or a third-party payer can verify that services billed were actually provided
- A tool in educating health professionals, a source of data for medical research
- A source of information for public health officials charged with improving the health of this state and the nation
- A source of data for our planning and marketing
- A tool with which we can assess and continually work to improve the care we render and the outcomes we achieve.

Understanding what is in your record and how your health information is used helps you to ensure its accuracy, better understand who, what, when, where, and why others may access

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your health information, and make more informed decisions when authorizing disclosure to others.

## *Your Health Information Rights*

Although your health record is the physical property of The NeuroGenesis Project, the information belongs to you. You have the right to:

- Obtain a paper copy of this notice of information practices upon request.
- Inspect and copy your health record as provided for in 45 CFR 164.524.
- Amend your health record as provided in 45 CFR 164.526.
- Obtain an accounting of disclosures of your health information as provided in 45 CFR 164.528.
- Request communications of your health information by alternative means or at alternative locations.
- Request a restriction on certain uses and disclosures of your information as provided by 45 CFR 164.522.
- Revoke your authorization to use or disclose health information except to the extent that action has already been taken.

## *Our Responsibilities*

The NeuroGenesis Project is required to:

- Maintain the privacy of your health information
- Provide you with this Notice as to our legal duties and privacy practices with respect to information we collect and maintain about you
- Abide by the terms of the Notice currently in effect
- Notify you if we are unable to agree to a requested restriction
- Accommodate reasonable requests you may have to communicate health information by alternative means or at alternative locations.

We reserve the right to change our practices and to make the new provisions effective for all protected health information we maintain. Should our information practices change, such revised Notices will be made available to you.

We will not use or disclose your health information without your authorization, except as described in this Notice. We will also discontinue to use or disclose your health information

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after we have received a written revocation of the authorization according to the procedures included in the authorization.

### *For More Information or to Report a Problem*

If have questions and would like additional information, you may contact the Practice's Privacy Officer, Sean C. Orr, M.D., at (912) 771-1101.

If you believe your privacy rights have been violated, you can file a complaint with the practice's Privacy Officer, or with the Office for Civil Rights, U.S. Department of Health and Human Services. There will be no retaliation for filing a complaint with either the Privacy Officer or the Office for Civil Rights.

### ***Examples of Disclosures for Treatment, Payment, and Health Operations***

#### *We will use your health information for treatment.*

For example: Information obtained by a nurse, physician, or other member of your health care team will be recorded in your record and used to determine the course of treatment that should work best for you. Your physician will document in your record his or her expectations of the members of your health care team. Members of your health care team will then record the actions they took and their observations. In that way, the physician will know how you are responding to treatment.

We will also provide your physician or a subsequent healthcare provider with copies of various reports that should assist him or her in treating you.

#### *We will use your health information for payment.*

For example: A bill may be sent to you. The information on or accompanying the bill may include information that identifies you, diagnosis, procedures, and supplies used.

#### *We will use your health information for regular health operations.*

For example: Members of the medical staff, the risk or quality improvement manager, or members of the quality improvement team may use information in your health record to assess the care and outcomes in your case and others like it. This information will then be used in an effort to continually improve the quality and effectiveness of the healthcare and service we provide.



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Business Associates: There are some services provided in our organization through contacts with business associates.

Examples include physician services in an emergency department and radiology provider, certain laboratory tests, and a copy service we use when making copies of your health record. When these services are contracted, we may disclose your health information to our business associate so that they can perform the job we've asked them to do and bill you or your third-party payer for services rendered.

To protect your health information, however, we require the business associate to appropriately safeguard your information.

Notification: We may use or disclose information to notify or assist in notifying a family member, personal representative, or another person responsible for your care, your location, and general condition.

Communication from Offices: We may call your home or other designated location and leave a message on voice mail or in person in reference to any items that assist the practice in carrying out treatment, payment and operations, such as appointment reminders, insurance issues, financial matters and any call pertaining to your clinical care. We may mail to your home or other designated location any items that assist the practice in carrying out treatment, payment and operations, such as appointment reminder cards and patient statements.

Communication with Family/Personal Friends: Health professionals, using their best judgment, may disclose to a family member, other relative, close personal friend or any other person you identify, health information relevant to that person's involvement in your care or payment related to your care. When a family member(s) or a friend(s) accompanies the patient into the exam room, it is considered implied consent that a disclosure of the patient medical data is acceptable.

Open Treatment Areas: Sometimes patient care is provided in an open treatment area. While special care is taken to maintain patient privacy, others may overhear some patient information while receiving treatment. Should you be uncomfortable with this, please bring this to the attention of our privacy officer.

Research: We may disclose information to researchers, with your consent, when their research has been approved by an institutional Review Board that has reviewed the research proposal and established protocols to ensure the privacy of your health information.

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Funeral Directors: We may disclose health information to funeral directors consistent with applicable law to carry out their duties.

Organ Procurement Organizations: Consistent with applicable law, we may disclose health information to organ procurement organizations or other entities engaged in the procurement, banking, or transplantation of organs for the purpose of tissue donation and transplant.

Marketing: We may contact you to provide appointment reminders or information about treatment alternatives or other health-related benefits and services that may be of interest to you.

Food and Drug Administration (FDA): We may disclose to the FDA health information relative to adverse events with respect to food, supplements, product and product defects, or post marketing surveillance information to enable product recalls, repairs, or replacement.

Workers Compensation: We may disclose health information to the extent authorized by and to the extent necessary to comply with laws relating to workers compensation or other similar programs established by law.

Public Health: As required by law, we may disclose your health information to public health or legal authorities charged with preventing or controlling disease, injury, or disability. State law may require the reporting of certain types of cancer or sexually transmitted diseases. Under HIPAA, covered entities may disclose protected health information to these registries without the individual informed consent of each patient pursuant to the "public health" exception to HIPAA general disclosure rule. A log of these releases will be maintained.

Law Enforcement: We may disclose health information for law enforcement purposes as required by law or in response to a valid subpoena.

Federal law makes provision for your health information to be released to an appropriate health oversight agency, public health authority or attorney, provided that a work force member or business associate believes in good faith that we have engaged in unlawful conduct or have otherwise violated professional or clinical standards and are potentially endangering one or more patients, workers or the public.