

Text messaging appointment reminder policy

At Bloomfield Vein & Vascular, PLLC, we strive to provide you with the best vascular care possible. As part of that commitment, we want to ensure that we make it convenient for you to set up and follow through on your appointments. We now offer text (**SMS**) messaging to our patients who choose this platform to remind them of their upcoming visit. Above everything, we are committed to protecting your Private Health Information (**PHI**).

Collection of cell phone numbers

When you first come to our office, or if you complete the initial patient intake prior to your first appointment, we will ask you to share your cell number. This is essential so that we can contact you when necessary, provide you with timely care and ensure that your appointments are kept as we complete the work-up for or follow through on your vascular problem.

You may opt out of this text messaging option, but it is much easier if you allow us to contact you via text as this enhances our communication efforts.

Use of your phone number for SMS

We will text you to send you information regarding your appointment, whether that entails a follow-up office visit, an ultrasound test or a procedure. The reminder message will include the date and time of your appointment and may or may not contain any instructions that we deem necessary. You will have the option to confirm, reschedule or cancel said appointment. Your carrier may apply SMS messaging charges. Please be aware that we will only share your phone number with our SMS provider, subject to their privacy policy. We will never disclose any of your PHI on these text messages.

Please familiarize yourself with our **cancellation policy** to avoid a financial penalty. You can find the policy on this website, under "Patient Forms" and "Sample Cancellation Policy."

Opting out of reminder messaging

If at any time you wish to stop receiving appointment reminders from us, you may opt out by texting STOP. Please be aware that this limits our ability to contact you and if you do not show up for a scheduled appointment and do not cancel on time, a cancellation fee will be assessed.

Privacy of your cell phone number

Once you have opted out of receiving SMS messages, we will not send you any more texts or transfer your phone number to another party.

Changes to this policy

We may periodically update this policy at our discretion. If you have any questions or concerns about this policy, please feel free to contact us at (248) 481-2100.