

Privacy Policy

Effective Date: June 18, 2026

Health Optimization ("Health Optimization," "we," "our," or "us") is committed to protecting the privacy and security of our patients' personal information and protected health information ("PHI"). This Privacy Policy explains how we collect, use, disclose, and safeguard information obtained through our website and telemedicine services.

This Privacy Policy applies to all visitors to our website and patients receiving services from Health Optimization.

1. Information We Collect

We may collect the following information:

Personal Information

- Name
- Date of birth
- Mailing address
- Telephone number
- Email address
- Government-issued identification (when required)
- Insurance information (when applicable)
- Payment information

Health Information

During the course of providing healthcare services, we may collect:

- Medical history
- Current medications
- Allergies
- Laboratory results
- Diagnostic information
- Treatment plans
- Telemedicine encounter documentation
- Other information necessary for diagnosis and treatment

2. Protected Health Information (PHI)

Health Optimization is a healthcare provider subject to the Health Insurance Portability and Accountability Act of 1996 (HIPAA), where applicable.

Protected Health Information is collected, used, disclosed, and maintained in accordance with HIPAA, applicable state privacy laws, and other governing healthcare regulations.

Our separate Notice of Privacy Practices explains how PHI may be used and disclosed for treatment, payment, and healthcare operations, as well as your rights regarding your medical information.

3. How We Use Information

We use information to:

- Provide medical evaluations and treatment
- Deliver telemedicine services
- Process prescriptions
- Coordinate care with laboratories and pharmacies
- Verify patient identity
- Schedule appointments
- Process payments
- Respond to patient inquiries
- Improve our services
- Meet legal and regulatory obligations

4. Telemedicine Services

Patients must be physically located in a jurisdiction where the treating provider is licensed at the time of each telemedicine visit.

Prior to treatment, we verify patient identity and physical location to ensure compliance with applicable state and federal laws.

5. Prescription Services

Prescriptions are issued only after an appropriate evaluation by a licensed medical provider who determines that treatment is medically appropriate.

Prescriptions may be transmitted electronically to:

- A patient's preferred pharmacy, or
- One of our partner compounding pharmacies when clinically appropriate.

No prescription is guaranteed solely because a consultation has occurred.

6. Information Sharing

We do not sell your personal information.

Information may be shared only as necessary with:

- Laboratories
- Pharmacies
- Payment processors
- Electronic medical record providers
- Business associates operating under HIPAA-compliant agreements
- Government agencies when required by law

All disclosures are made in accordance with applicable laws and regulations.

7. Security Measures

Health Optimization employs administrative, technical, and physical safeguards designed to protect personal information and PHI.

These safeguards include, where applicable:

- HIPAA-compliant electronic medical records
- Encrypted data transmission
- Secure patient portal access
- Role-based access controls
- Password-protected systems
- Multi-factor authentication where available
- Secure cloud hosting
- Staff privacy training
- Business Associate Agreements with vendors handling PHI

No electronic transmission or storage system can be guaranteed to be completely secure; however, we employ reasonable safeguards consistent with industry standards and applicable law.

8. Third-Party Service Providers

We utilize third-party vendors to support our operations, including electronic medical records, telemedicine technologies, payment processing, laboratories, and pharmacies.

These vendors receive only the information necessary to perform their services and, where applicable, operate under contractual obligations to safeguard protected information.

9. Cookies and Website Analytics

Our website may use cookies and similar technologies to improve website functionality and user experience.

Information collected through cookies may include:

- Browser type
- Device information
- IP address
- Pages visited
- Time spent on the website

This information is generally used for website administration and analytics and is not used to make medical decisions.

Users may disable cookies through their browser settings; however, some website features may not function properly.

10. Payment Information

Payments are processed using secure third-party payment processors.

Health Optimization does not store complete payment card information on its servers.

Payment for a medical consultation does not guarantee that a prescription will be issued.

11. Data Retention

Medical records are retained in accordance with applicable federal and state laws governing healthcare record retention.

When multiple legal requirements apply, Health Optimization follows the longest applicable retention period.

12. Patient Rights

Patients may have the right to:

- Request access to their medical records
- Request amendments to certain information

- Request restrictions on certain disclosures
- Receive an accounting of disclosures when required by law
- Request confidential communications
- Obtain a copy of applicable privacy notices

Requests may be submitted using the contact information below.

13. Children's Privacy

Our website is not intended for children under the age of 13.

Medical services for minors are provided only with the authorization of a parent or legal guardian and in accordance with applicable law.

14. Changes to This Privacy Policy

We may update this Privacy Policy periodically to reflect changes in our practices or applicable laws.

The updated version will be posted on this page with a revised effective date.

15. Contact Information

Health Optimization

Website: <https://jordynolivermp.com>

Email: mail@jordynolivermp.com

Patients with questions regarding this Privacy Policy or privacy practices may contact us using the information above.

If you believe your privacy rights have been violated, you may also file a complaint with the U.S. Department of Health and Human Services Office for Civil Rights. Filing a complaint will not affect your ability to receive care from Health Optimization.