

# SMS Privacy Policy Section (Oncology Las Vegas)

## SMS Communications

Oncology Las Vegas may use SMS (text messaging) to communicate with patients regarding their care and clinic operations. These communications are facilitated through OhMD.

## Information We Collect

We collect and maintain the following information for SMS communications:

- Phone number
- Message content and communication history

This information is used solely for healthcare communication and operational purposes.

## How We Use SMS Communications

SMS messages may be used for:

- Appointment reminders and scheduling updates
- Treatment-related instructions
- Billing notifications
- Requests for forms or documentation
- General care coordination

We do **not** send marketing or promotional messages via SMS.

## Consent to Receive SMS Messages

Patients may opt in to receive SMS messages by providing their phone number and agreeing through intake forms or other consent methods. Consent is not a condition of receiving medical treatment.

## Message Frequency & Fees

Message frequency may vary depending on patient needs. Standard message and data rates may apply as determined by your mobile carrier.

## Opt-Out & Help

Patients may opt out of SMS communications at anytime by replying **STOP** to any message.

For assistance, reply **HELP** or contact us at:

- Phone: (702) 243-3340 (Las Vegas – Tenaya) or (702) 990-4761 (Henderson)
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## Data Retention

SMS communications and associated data are retained for a minimum of 90 days and up to 1 year, unless a longer retention period is required by law, medical record documentation standards, or regulatory requirements.

Records of consent and communication preferences are maintained in accordance with applicable laws and regulations.

## Data Security

We use OhMD, a HIPAA-compliant communication platform, to help protect patient information. However, SMS messaging is not fully secure. There is a risk that messages may be intercepted or accessed by unauthorized individuals.

Patients are encouraged not to share highly sensitive personal health information via text message.

## HIPAA Notice of Privacy Practices

Your protected health information is handled in accordance with our Notice of Privacy Practices (NPP), which describes how medical information may be used and disclosed and your rights under HIPAA.

A copy of our NPP is available upon request or on our website at [Patient Packet](#).

## TCPA Compliance

We comply with the Telephone Consumer Protection Act (TCPA) and maintain records of patient consent and opt-out requests.

# Terms of Service (SMS Communications)

**Effective Date:** 4/10/2026

By opting in to receive SMS messages from Oncology Las Vegas, you agree to the following terms:

## 1. SMS Consent

By providing your phone number and agreeing via our intake forms or other consent methods, you consent to receive SMS messages from Oncology Las Vegas via OhMD. Messages will relate to your care, appointments, and clinic communications.

- Consent is not a condition of receiving treatment
- Message frequency may vary
- Standard message and data rates may apply

## 2. Types of Messages

Messages may include:

- Appointment reminders and scheduling updates
- Treatment instructions
- Billing notifications
- Requests for forms or documentation
- General care coordination

We do **not** send marketing or promotional messages via SMS.

## 3. Message Frequency

Patients typically receive **1–5 messages per week**, depending on their treatment schedule and communication needs. Message frequency may vary.

## 4. Opt-Out

You may opt out at any time by replying **STOP** to any SMS message. After opting out, you will no longer receive messages unless you re-enroll.

## 5. Help

For assistance, reply **HELP** or contact us at:

- Phone: (702) 243-3340 (Las Vegas – Tenaya) or (702) 990-4761 (Henderson)

## 6. Privacy

Your information will be handled in accordance with our Privacy Policy and Notice of Privacy Practices (NPP).

## 7. Service Limitations

SMS messaging is not monitored 24/7 and should not be used for urgent or emergency medical concerns.

If you are experiencing a medical emergency, call **911** or go to the nearest emergency room.

## 8. Dispute Resolution

For questions or concerns regarding SMS communications, contact us at:

- Phone: (702) 243-3340 (Las Vegas – Tenaya) or (702) 990-4761 (Henderson)

We will respond within **2 business days**.

## 9. Modifications

We may update these Terms at any time. Updates will be posted with a revised effective date.