

As your health plan, HMAA uses claims data and personal health information to manage wellness programs. It is important to understand how we will use your data.

What do we collect and how will it be used?

HMAA collects the following:

- Claims data
- Demographic data including age, gender, and location
- Wellness program participation data

HMAA gathers the data from contracted benefit resources:

- Healthcare providers
- Pharmacy benefits managers
- Disease management organizations
- Managed behavioral health organizations
- Data aggregators

We will use the data to:

- Find programs that meet your health needs
- Manage wellness programs
- Send health screening reminders
- Distribute incentive prizes and rewards
- Run aggregate reporting for program design with your plan administrator

We will not do the following with your data:

- Share personally identifiable health information with your plan administrator or anyone else in your company
- Disclose it publicly
- Share it with non-contracted benefit resources
- Use it for marketing or advertising purposes
- Use it in violation of federal laws

How do we protect your data and keep it safe?

HMAA's wellness program complies with privacy rules to keep your data safe and secure. This includes:

- Safe handling of protected health information (PHI) to protect confidentiality
- Limiting who can access your data
- Protecting against unapproved access to your data
- Following security procedures for data exchange
- Combining data for wellness program use to help ensure it is relevant to your needs

We will notify you immediately if a data breach involving your information occurs.

How can we help you?

You have the right to ask for material in other languages as needed. For help or more information, please contact HMAAwellness@hmaa.com.