



An Affiliate of  UnityPoint Health

Text Messaging Policy & Texting Terms of Service

1. Purpose

- This policy outlines how mobile phone numbers are collected, used, and protected, and describes the terms governing participation in our text messaging program.

2. Collection and Use of Mobile Numbers

- We collect mobile phone numbers directly from patients through:
 - Patient registration forms
 - Consent forms (paper or electronic)
 - Verbal consent documented in the patient record
 - Text-based opt-in enrollment

Mobile numbers are used solely for purposes related to patient care and practice operations, including but not limited to:

- Appointment reminders
- Scheduling updates or changes
- Billing notifications
- Care coordination
- General service-related communications

Mobile numbers will not be used for unrelated marketing purposes without explicit consent.

3. No Sale or Unauthorized Sharing of Mobile Numbers

- We do not sell, rent, or share mobile phone numbers with third parties for marketing purposes.
- Mobile numbers may be shared only with service providers directly involved in delivering text messages (such as messaging vendors or telecommunications providers) and solely for the purpose of operating our text messaging program.

Text Messaging Program Terms

By enrolling in our text messaging program, you agree to the following terms:

4. Program Description

- By opting in to receive text messages, patients may receive messages related to:
 - Appointment confirmations and reminders
 - Schedule changes
 - Billing alerts
 - Care coordination and follow-up
 - Other practice-related communications

Messages may be sent via SMS (Short Message Service) or RCS (Rich Communication Services).

5. Message Frequency

- Message frequency may vary depending on your appointments, account status, and care needs.
- Patients may receive multiple messages per month depending on activity.

6. Costs and Message/Data Rates

- Message and data rates may apply.
- Charges are determined by your mobile carrier and are your responsibility.

7. Carrier Liability Disclaimer

- Carriers are not liable for delayed or undelivered messages.

8. Security Notice

- Text messages sent via SMS or RCS are not fully secure methods of communication. While we take reasonable precautions, there is some risk that information contained in text messages could be accessed by unauthorized parties.
- Patients should avoid sharing sensitive personal or medical information via text message.

9. Opt-Out Instructions

- Patients may opt out of receiving text messages at any time by replying:
 - STOP
 - After opting out, you will receive a confirmation message and will no longer receive text communications unless you re-enroll.

10. Help Instructions

- For assistance, reply:
 - HELP
 - You may also contact our office directly at 515-386-0500 for support.

11. Consent to Receive Text Messages

- Consent to receive text messages may be obtained through:
 - Existing patient forms
 - Dedicated SMS consent forms
 - Verbal consent (documented in the patient record)
 - Text-based opt-in
- Regardless of the method of consent collection:
 - Consent is voluntary
 - Consent is not a condition of receiving treatment
 - Patients may withdraw consent at any time by replying STOP

12. Changes to This Policy

We reserve the right to update or modify this Text Messaging Policy at any time. Updates will be reflected in our published Terms of Service.