



## MUTUAL AGREEMENT

Johns Creek Dermatology and Family Medicine, PC (collectively labeled "Practice") agree to provide treatment to: \_\_\_\_\_ ("Patient"). The Practice takes pride in being able to extend a greater degree of privacy than is required by law.

Nothing in the form prevents Patient from speaking privately about his or her care to another physician, a family member, or a friend. Indeed, the patient can speak to any third party; however, should the information intended to be released into the public domain, written pre-authorization is required from our office. That's it. The language, then, balances the legitimate rights of Patient with Practice.

Federal and State privacy laws are complex. Unfortunately, some medical offices try to find loopholes around these laws. For example, physicians are forbidden by law from receiving money for selling lists of patients or medical information to companies to market their products or services directly to patients without authorization. Some medical practices, though, can lawfully circumvent this limitation by having a third party perform the marketing. While personal data is never technically in the possession of the company selling its products or services, the patient can still be targeted with unwanted marketing information. Our Practice believes this is improper and may not be in the patients' best interest. Accordingly, our Practice agrees not to provide medical information for the purpose of marketing directly to Patient. Regardless of legal privacy loopholes, our Practice will never attempt to leverage its relationship with Patient by seeking Patient's consent for marketing products for others.

In consideration for treatment and the above noted patient protection, Patient agrees to refrain from directly or indirectly publishing or airing commentary about our Practice, expertise-and/or treatment-the sole exceptions being communication to the confidential medical-peer review body; to another healthcare provider; to a licensed attorney; to a governmental agency; in the context of a legal proceeding; or unless mandated by law. Publishing is intended to include attribution by name, by pseudonym, or anonymously. If patient does prepare commentary for publication about Practice, the Patient exclusively assigns all Intellectual Property rights, including copyrights, to our Practice for any written, pictorial, and/or electronic commentary. This assignment shall be operative and effective at the time of creation (prior to publication) of the commentary. Practice has invested significant financial and marketing resources in developing our practice. Published comments on web pages, blogs, and/or mass correspondence, however well intended, could severely damage Practice's office.

Our Practice feels strongly about the offices' right to control its public image. Both Practice and Patient will work to prevent the publishing or airing of commentary about the other party from being accessed via Internet, blogs, or other electronic, print, or broadcast media without prior written consent. Patient will use all reasonable efforts to prevent any member of their immediate family or acquaintance from engaging in any such activity. Finally, this Agreement shall be in force and enforceable for a period of five years from Practice's last date of service to Patient. As a matter of office policy, our Practice is requiring all patients in its office to sign the Mutual Agreement so as to establish that any anonymous or pseudonymous publishing or airing of commentary will be covered by this agreement for all Practice's patients. Furthermore, this Agreement will survive for a minimum of three years beyond any termination of Practice-Patient relationship.

Patient and Practice acknowledge that breach of this Agreement may result in serious, irreparable harm. In addition to compensation for consequential damages, Patient and Practice agree to the right of equitable relief (including but not limited to injunctive relief). Should a breach of the Agreement result in litigation, the prevailing party in the litigation shall be entitled to reasonable cost, expenses, and attorney fees associated with the litigation.

Patient has been given the opportunity to ask questions and receive satisfactory and adequate explanations.

SO AGREED THIS \_\_\_\_ DAY OF \_\_\_\_\_, 200\_\_\_\_. \_\_\_\_\_(PATIENT)

**JOHNS CREEK DERMATOLOGY AND FAMILY MEDICINE, PC**