

SMS/Text Messaging - Privacy Policy

Last Updated: 7/9/2026

This Privacy Policy explains how SCP Connected Care ("Company," "we," "our," or "us"), collect, use, disclose, and protect personal information, including information used for text message (SMS) communications. This policy is publicly accessible and available without login or restriction.

1. Scope and Purpose

This Privacy Policy applies to individuals who interact with us in connection with the provision of CMS Transitional Care Management or similar post-discharge services. Outreach may include post-discharge communications to facilitate follow-up care, identify care gaps or emerging symptoms, and support compliance with CMS care-transition requirements. This policy supplements our existing privacy practices and does not alter or replace any rights or obligations under applicable healthcare privacy laws, including the Health Insurance Portability and Accountability Act (HIPAA).

2. SMS / Text Message Communications

Purpose of Messaging

When an individual presents to the hospital and provides a mobile number, the individual authorizes, and opts-in to receive communications from, the hospital and treating physicians at that number by telephone call or text message for non-marketing communications related to the individual's healthcare services. Such communications may include, but are not limited to, discharge instructions, medication-related information, appointment reminders, care coordination, and other service-related communications. [Click here to see an example consent form.](#)

These messages may include protected health information (PHI) when permitted by law. These messages may be sent using automated technology or AI-assisted systems.

Consent to receive SMS/text messages is collected separately, when required by law, and is not a condition of receiving healthcare services. The Privacy Policy, Terms & Conditions, and consent mechanisms are maintained as distinct components.

Message Frequency

Message frequency varies depending on your interactions with us and the nature of the services provided. We may attempt contact up to three (3) times per care episode and, when clinically

appropriate, may conduct periodic outreach typically up to four (4) times within a thirty (30) day period following discharge.

Data Rates

Message and data rates may apply depending on your mobile carrier and plan.

Opt-Out Instructions

You may opt out of SMS communications at any time by replying STOP to any message. After opting out, you will no longer receive SMS messages unless you re-enroll. For assistance, reply HELP or contact us using the information below.

3. Use and Disclosure of Mobile Information

We do not share, sell, rent, or disclose mobile phone numbers or other mobile information, including opt-in data and consent records, with third-parties or affiliates for marketing or promotional purposes. Mobile information is used solely for authorized purposes, such as:

- Treatment, payment, and healthcare operations (TPO)
- Administrative, operational, or service-related communications
- Communications requested or initiated by the individual

4. Marketing Communications

We do not use SMS messaging for marketing purposes. Where marketing authorization is required, such authorization will be obtained separately and will not be combined with general consent for treatment or operations.

5. HIPAA and TCPA Consistency

The disclosures in this Privacy Policy:

- Supplement, and do not conflict with, our HIPAA or other privacy laws
 - Are intended to be consistent with exemptions under the Telephone Consumer Protection Act (TCPA) for healthcare-related communications
 - Do not limit or expand permitted uses and disclosures of PHI for treatment, payment, or healthcare operations as allowed by law
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6. Accessibility

Information collected about you is available without login or restriction and will be provided upon request.

7. Changes to This Policy

We may update this Privacy Policy from time to time. Any changes will be posted publicly with an updated "Last Updated" date.

8. Contact Information

If you have questions about this Privacy Policy or our privacy practices, please contact:

SCP Connected Care
200 Corporate Blvd., Lafayette, LA 70508
Privacy_Officer@scphealth.com