

## Health Information Compliance Alert

### READER QUESTION ~ Put Your Grand Opening in the Public Eye

**Question:** Our doctors are opening a new location on the other side of our city. Can we send our patients both regular and electronic notices of the grand opening and invite them to request permanent appointments at the new facility?

Wisconsin Subscriber

**Answer:** "Yes," affirms **Robert Markette**, an attorney with **Gilliland & Caudill** in Indianapolis. "A provider can communicate with patients about the products or services it offers," he says.

A grand-opening notice sent to all your patients would fall under an exception to the marketing category. But, because the purpose of the notice is to announce a new service or location, it's okay, Markette asserts.

**Warning:** You cannot send notices for programs or facilities unrelated to your organization, Markette cautions.