

## Portrait *of your* Health

### Frequently Asked Questions

#### 1. How does the card work?

The Portrait Health Emergency Medical Data Retrieval Card Program enables you to quickly build an on-line personal health record, including an emergency medical profile. This profile which includes your medications, allergies and current diagnoses is critically essential to emergency medical responders when providing care during a crisis or catastrophe, in the event you are unable to communicate and provide a medical history, and the next of kin cannot be contacted or cannot provide the needed information. Without immediate access to this vital medical information, delays in treatment may result, and the ensuing complications may be life changing or life threatening. In the event of an emergency, EMT's or emergency room personnel will be able to call Portrait Health and using the unique account number found on your card, and can talk live to a customer care specialist who will provide your specified emergency medical data to the medical professional in real time, 24/7, every day.

#### 2. Who needs the card?

Everyone can benefit from carrying the Portrait Health Card. You never know when life may take that unexpected turn, and you will need to communicate your emergency medical information to ambulance teams or emergency room doctors. Children with chronic illness like asthma and diabetes should always carry the Card. Aging parents will benefit from having easy access to their doctor's information and list of current medications and dosages. As the parent of a child or the son or daughter of an aging parent, you will have the comfort from knowing that all their medical information is readily available to both them and you. Should your parents or children be taken to the hospital, you know the hospital will have the information necessary to contact you.

#### 3. My brother lives alone. Will someone call me if he goes into the hospital?

By insuring that each loved one carries the Portrait Health Card, you know the hospital will have the information necessary to contact you.

#### 4. I am perfectly healthy and take no medications. Why would I need a system like this?

Actually, there are situations where emergency medical personnel are not able to provide potentially life-saving treatments unless they know that the patient is on no medication. One such example is a clot dissolving treatment for stroke, which cannot be administered blindly without confirmation that the patient is not on contraindicated drugs (ones that could cause complications). In such a case, the assurance that the patient is on no medications is of critical benefit, as every moment without oxygen reaching the brain leads to irreversible damage and lifelong disability.

#### 5. I have health insurance and disability insurance. What additional benefits does this system provide?

Think of the Portrait Health system as a health security system which is different than insurance coverage. In much the same way as having both homeowner's insurance and a home security system, insurance provides for recovery of losses or damages after a theft, while the home security system safeguards against theft. The Portrait of your Health system

protects you against an event which could cause potentially catastrophic loss of your high quality of life, as delays in treatment or incorrect treatment could result in death or long-term disability.

**6. Is the Portrait of your Health program covered under my Flexible Spending Account (FSA)?**

Yes

**7. Should I get cards for my children?**

Children are added to the parent's coverage for the same reasons a spouse or parent is included. Being able to provide information on a child with a clean bill of health, taking no medications, and with no allergies provides valuable information to emergency personnel to enable prompt medical intervention when you are not with your child. And if your child is on medications, the Portrait Health system provides an easy-to-use and convenient means of maintaining medication names and dosages. If your young child or adult child is admitted to the hospital or emergency room, you can be designated as the person to contact.

**8. Is my privacy protected?**

Your data is secure and protected under the HIPAA privacy laws. Your comprehensive record, created by you, is password protected and accessible only by those whom you designate.

**9. What happens if I lose my card?**

A new card is sent to you at no charge, and a new account number is established without the need to re-enter any health information.

**10. What do I do if I need help entering my health information into the Emergency Data Retrieval?**

Live support is always available to assist you in entering and updating your health information.

**11. Do I receive live help by calling the toll free number?**

Yes. Immediate live help is available at all times.

**12. Can I change my health information at any time?**

Yes. You have unlimited access to your health information, which can be updated at any time, either on-line or with the assistance of a live customer service agent.

**13. How do I cancel my membership?**

To cancel, please contact Customer Care at **1-877-700-3272**. Cancellation after the start of a billing cycle is effective at the end of the cycle in which the cancellation notice was received.

**14. How do I sign up?**

You may sign up at [www.portraithealth.com](http://www.portraithealth.com), or call 1-877-700-3272 for enrollment forms.

**15. Is there personal information on the Portrait of your Health card?**

No. The card contains your unique account number, the toll-free emergency number and special instructions to assist emergency personnel access your chosen medical information.

**16. Will the Portrait of your Health service automatically update to the national drug database?**

Yes. The Portrait Health service intends to interface to the national drug database in 2010, meaning that your prescription drug purchases will automatically update.

**17. Does the Portrait of your Health system work outside the United States?**

The Portrait Health system is ideal for travelers and international business people, as the international access number connects wherever international dialing is available.

**18. What is the difference between the Emergency Data Retrieval and the Personal Health Record?**

A personal health record (PHR) is an important component of the Portrait Health system. Each member develops a comprehensive PHR using our interactive website (or live customer service agent). Each member specifies what should be included as emergency data. When necessary, only the emergency data is provided upon inquiry to our toll free number.