



Banner
Health Network

Notice to Beneficiaries Regarding *Smart and Healthy* Incident

On February 21, 2014, Banner Health Network (Banner Health) mailed the winter, 2014 issue of *Smart and Healthy* magazine to Medicare Pioneer ACO Beneficiaries who receive the magazine. The magazine was addressed to beneficiaries and sent to their home addresses. On February 24, 2014, Banner Health discovered that the magazine inadvertently included the recipient's Medicare identification number (which may include their Social Security number). As soon as we learned this, an investigation immediately began to determine how this occurred.

Banner Health has no information that leads us to believe that any personal information was actually viewed or used in any way. However, in an abundance of caution, we began sending letters to affected beneficiaries on March 5, 2014.

Banner Health has also established a dedicated call center for members to contact with any questions. If you believe you are affected but have not received a letter by March 12, 2014, please call 1-877-218-3009 Monday through Friday between 7:00 a.m. and 5:00 p.m. Mountain Time and provide the following ten digit reference number 8283022814 when prompted.

We deeply regret any inconvenience this may cause. Banner Health is committed to protecting your information. To help prevent something like this from happening in the future, we are reviewing its mailing procedures and evaluating additional safeguards to protect patient information.