



Guest Services

At American Family Children's Hospital

Our guest services staff is committed to making your experience as safe and pleasant as possible. Please stop by the Guest Depot on the first floor, or contact us at (608) 890-8000 or (800) 323-8942 if we can be of assistance.

Building access

Your child's safety is a top priority at American Family Children's Hospital. The building's security system is designed to promote a safe environment.

Primary family members are given up to two access cards when a child is admitted to American Family Children's Hospital. The cards let you enter areas that the general public cannot and identify you as a primary visitor. Stop by the Security Office, located on the first floor, to pick up your access cards if you have not received them already.

Parking and valet information



Families of inpatients receive two parking passes upon admission that allow unlimited free self-parking in the American Family Children's Hospital parking ramp. If your child is staying overnight, please self-park in the ramp. To obtain your parking passes, take your access card to the parking office, near the elevators on the E level of the parking ramp. Passes are valid for one week and can be renewed at the parking office.

Other visitors must pay \$2 per hour to park in the American Family Children's Hospital ramp. Cash, MasterCard or Visa are accepted at the Pay Stations, located near the elevators on levels E and P. Credit card payment at the gate when exiting is also accepted.

Free valet service is provided for family members who are arriving for a same-day appointment with their child in the car.

RVs can park free in Lot 60. Electricity is provided. To obtain an RV pass, please contact Guest Services at University Hospital, located just inside the University Hospital Entrance on the 2nd floor, or call (608) 263-0315.

Room service, family meals and dining

Patients, family and guests can order room service anytime between 6:30 am and 8 pm. Simply call 265-0202 and place your order. Your meal will be prepared and delivered to your room within an hour. The menu options, prices and details are listed in a room service dining guide, located in your child's room.



There are many eateries, coffee shops and cafés featuring a full selection of entrées, soups, salads, desserts, hot and cold sandwiches, ethnic cuisine and snacks around American Family Children's Hospital and University Hospital. Farmers' Market Café, located in the American Family Children's Hospital main lobby, serves a variety of breakfast, lunch and snack items.

Ronald McDonald House and hotel reservations



Families of American Family Children's Hospital patients can stay at a nearby Ronald McDonald House. A shuttle operates from 8 am to 8 pm daily. For more information, contact Patient Housing at (608) 263-0315 or stop at the Guest Depot.

American Family Children's Hospital patients, families and guests are eligible to stay at the Best Western Plus® InnTowner Madison for a reduced rate. It is located just three blocks from American Family Children's Hospital and offers 24-hour complimentary shuttle services to and from the hospital and shuttle service to and from the Dane County Airport, 6:30 am-10 pm. To arrange accommodations, please call (608) 263-0315.



Transportation information

No matter what your mode of travel, Guest Services can assist you with your transportation-related needs, including maps of the city and state, rental car agency information and reservations, and airline information.

Tourist information

Let us know if you would like information on Madison-area tours and events for adults and children. Dane County park and campground information is also available.

WiFi access and Business Center

WiFi is available in lobbies and dining areas, patient and family waiting areas and lounges, and inpatient rooms as a complimentary service for patients, families and visitors. A Business Center, located in the University Hospital Surgical Waiting Area (Main Street/2nd Floor) offers free use of computers.



Stay connected with family and friends

CarePages are free, private, personalized Web pages available to UW Health patients and families. CarePages help you stay in touch with loved ones before, during and after a hospital stay, or any time care giving is needed. You can share photos, contact information, visiting hours and relay information when the time is right for you. Friends and loved ones can visit your CarePage, be kept up-to-date on your condition and provide you with emotional support. To create a CarePage, go to uwhealth.org.

A US Postal Service mail box is located outside the Hospital Entrance, on the left. Any mail received after you are discharged, will be forwarded to the patient's home address.

Address:

American Family Children's Hospital
1675 Highland Ave.
Madison WI 53792

Smoke-and-tobacco free environment

Every day, we treat illnesses caused by smoking and tobacco. For the well-being of our patients and families, smoking, smokeless tobacco and the use of mechanical or electronic cigarettes are not allowed. This includes buildings, grounds and parking areas. Visit uwhealth.org/tobaccofree for more information.

Please see the Patient and Family Guide on uwhealthkids.org to find more information about services available.



Patient Rights and Responsibilities

Our goal is to provide you with the safest, highest quality care possible. It is important that you are aware of your rights.

A guardian or next of kin or other authorized representative may exercise these rights on behalf of a patient who is a minor or is not capable of making decisions. Except under certain circumstances, such as emergencies, parents or guardians usually give consent for treatment of patients under age 18. Please discuss any concerns regarding your medical care and treatment—or any aspect of your hospital stay—with your physicians and nurses. If you have questions, contact Patient Relations at patientrelations@uwhealth.org, (608) 263-8009.

As a patient, parent or guardian of a patient, you have the right to:

Treatment without discrimination

1. Receive care and treatment regardless of race, color, national origin, ancestry, age, sex, gender, sexual orientation, gender identity, disability, creed, religion, marital status, newborn status, military status, or source of payment
2. Receive emergency treatment even if you cannot pay
3. Receive care at American Family Children's Hospital and will not be transferred to another facility, except in some emergencies, unless you are told the reason for the transfer, and another hospital has agreed to accept you as a patient and provide continuing medical care for you

Respect, confidentiality and personal dignity

1. Be treated with respect and courtesy and free from all forms of abuse and harassment
2. Privacy during your treatment
3. We keep your health care information private and confidential. Details of your condition and treatment will not be shared except with those who are allowed to receive the information. To aid in your care when you are seeing health care professionals in more than

one organization, health information that American Family Children's Hospital stores electronically is also available to other health care providers associated with UW Health. Other settings include, but are not limited to, some University Community Clinics, Group Health Cooperative, UW Medical Foundation Physician's Clinics and UnityPoint Health-Meriter

4. Request restrictions according to federal law (HIPAA) on certain uses and disclosures of your health information
5. Request how and where we communicate with you outside of the hospital and clinics

Information you can understand

1. Know about hospital policies and procedures
2. Receive help from interpreters or use adaptive equipment if you speak limited English or are deaf or hard of hearing
3. Receive complete information on your condition, treatment plan and outlook for recovery
4. Your health status will be explained to you and you will be encouraged to participate in planning your care and treatment, including managing your pain

Participation in decisions about your care

1. Request a limit on the number of medical students and residents involved in your care. Patients who wish to limit the involvement of resident physicians or medical students with their care should speak with their doctor. To the extent possible, the request will be honored if doing so will not negatively affect patient care, treatment or services
2. Complete a Power of Attorney for Healthcare or Living Will (known as Advance Directives) if you are at least 18 years old. These legal documents tell us your wishes for future health care; the POA for Healthcare also allows you to appoint someone to make your health care decisions if you should become unable to do so. It is the policy of American Family Children's Hospital to follow Advance Directives to

the extent permitted by law

3. Identify a support person to be involved in care, treatment decisions and services (to the extent authorized by the patient)
4. Be involved in decisions about your health care and to agree to treatment before it is given, except in emergencies. When you are asked to agree to treatment, you will be told about your condition; the planned procedures or treatment; alternative treatments; the risks and side effects; what could happen if you don't get treatment for your condition; and how likely it is to be successful
5. Choose not to be treated. Your doctor will tell you what could happen if you don't get treatment. You are responsible for the results if you choose not to be treated or if you do not follow your doctor's instructions
6. Be informed about the outcomes of your care, including unexpected outcomes
7. Refuse to participate in research and experimental treatment
8. Participate in discussion of ethical issues related to your care. Such issues might include not starting or stopping life-sustaining medical treatment and questions about research or clinical trials you might be involved in. To talk with someone from the hospital's ethics committee, call the patient relations department at (608) 263-8009

Care that supports you and your family

1. Have hospital staff tell a family member and your personal physician of your admission
2. Be told the name of the physician or other professional responsible for your care
3. Decide who may or may not visit you during your hospital stay

UWHealth

4. Provide care that meets your emotional, spiritual and cultural needs. While in the hospital, you may perform cultural or spiritual practices as long as they do not harm others or interfere with medical treatment
 5. Access to protective services, such as guardianship, when needed
 6. Receive care in a safe setting
 7. Receive medical treatment without seclusion or restraints unless your medical condition requires it, or it is necessary because of aggressive or violent behavior
 8. Be partners with hospital staff to assess and manage your pain
3. Receive care that is appropriate for age and level of development and respects a child's need to grow, play and learn
 4. Receive care by staff who are trained to meet the physical, emotional and developmental needs of children and their families

You can help us provide you with the best possible care by following through on these responsibilities.

You have the responsibility to:

1. Follow hospital rules and regulations
2. Respect the rights of other patients, families, visitors and staff
3. Provide accurate and complete information to your medical team about your health and health care
4. Ask for more information if you do not understand your illness or treatment
5. Work actively with your caregivers to implement your treatment plan
6. Report any changes in your condition after discharge
7. Provide accurate health insurance information, or that you contact our billing office to arrange to reimburse American Family Children's Hospital for the services provided to you
8. Keep your medical appointments, or notify your clinic well in advance if you are unable to do so
9. Treat health care providers, employees and other patients with respect

If you have concerns about your patient care, you can file a complaint:

- Patient Relations, 600 Highland Ave., G7/210, Madison, WI 53792-2460, patientrelations@uwhealth.org, (608) 263-8009. Complaints will be reviewed promptly and resolved within 7 to 15 business days when possible.
- You can also file a complaint with:
 - The State of Wisconsin, Department of Health & Family Services, Division of Quality Assurance, Bureau of Health Services, P.O. Box 2969, Madison, WI 53701-2969 Phone: (800) 642-6552

- The Joint Commission, Office of Quality Monitoring, One Renaissance Blvd., Oakbrook Terrace, IL 60181 Phone: (800) 994-6610 Fax: (630) 792-5636 Email: patientsafetyreport@jointcommission.org

- If you are a Medicare patient and have a quality of care complaint or think you are being discharged from the hospital too soon, you can file an appeal with KEPRO, the Wisconsin Quality Improvement Organization at (855) 408-8557
- You can file a formal service delivery discrimination complaint at:
 - Department of Health Services Civil Rights Compliance ATTN: Attorney Pamela McGillivray 1 West Wilson St., Room 651 P.O. Box 7850 Madison, WI 53707-7850 Phone: (608) 266-1258 Fax: (608) 267-1434 TTY: 1-800-947-3529 Email: DHSCRC@dhs.wisconsin.gov Web: dhs.wisconsin.gov/civil-rights
 - U.S. Department of Health and Human Services, Director, Office for Civil Rights, Room 509F, HHH Bldg., 200 Independence Ave. S.W., Washington, D.C. 20201 Phone: (202) 619-0403 TTY/TDD: (202) 619-3257
 - Office for Civil Rights U.S. Department of Health and Human Services 233 N. Michigan Ave., Ste. 240 Chicago, IL 60601 Customer Response Center: (800) 368-1019 Fax: (202) 619-3818 TDD: (800) 537-7697
- You can file a laboratory test complaint at:
 - Centers for Medicare & Medicaid Services (CMS) Central Office, Division of Laboratory Services (CLIA), toll free (877) 267-2323 extension 63531
 - College of American Pathologists (CAP), toll free (866) 236-7212

Access to your billing and medical records

1. Have access to your medical and billing records
2. Request copies of your medical records in a reasonable time at a reasonable cost
3. Receive a copy of your bill showing charges for each service received
4. Request a correction of your medical record (HIPAA) and challenge the accuracy of your billing records
5. Request an accounting of the disclosure of your health care information
6. Prevent your medical record from being used for research purposes
7. Receive information about the hospital's Community Care program that provides financial assistance to patients who qualify. Call (608) 262-2221 or (866) 841-8535 toll free

Additional rights of children and their parents or guardians

1. A parent or guardian usually gives consent for a child to be treated. Consent from an adult is not needed in some cases, such as emergencies
2. Have parents or a parent substitute with you. Sometimes the care team may ask that you not be present. For example, in the operating room, or the intensive care unit, burn unit or other area during treatment or procedures

Language Assistance

If you speak a language other than English, language assistance services are available to you free of charge. Call (608) 262-9000. UW Health complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability or sex.

Atención: Si usted habla Español, tenemos disponible para usted servicios de asistencia de idioma gratuitos. Llame al (608) 262-9000. UW Health cumple con todas las leyes federales de derechos civiles aplicables y no discrimina en base a raza, color, nacionalidad u origen, edad, discapacidad o género.

CEEB TOOM: Yog hais tias koj hais lus Hmoob, kev pab cuam hom lus, dawb, muaj pab rau koj. Hu (608) 262-9000. UW Health muaj feem xyuam txog ntawm pej xeem txoj cai tsoom fvw teb chaws thiab tsis cais ib haiv neeg twg, xim, keeb kwm teb chaws, hnuv nyoog, mob xiam oob qhab los yog poj niam lossis yog txiv neej.



Summary of the Notice of Privacy Practices

Please refer to the notice form for a complete description of the privacy practices summarized below

What health information is

Whenever a UW Health care provider treats you, health information is created. Health information may be written, spoken or electronic.

UW Health care providers: Organizations that handle health information

UW Health care providers are the University of Wisconsin Hospitals and Clinics, the University of Wisconsin Medical Foundation and several health facilities of the University of Wisconsin-Madison. Any UW Health care provider you visit follows the same privacy practices when handling your health information.

The law permits UW Health care providers to use or disclose health information for these routine activities

- Treatment
- Payment
- Health Care Operations
- Appointment Reminders/Communications

Examples of permitted uses and disclosures of health information

- Public health activities
- Some research activities
- Some fundraising and marketing activities
- Uses and disclosures permitted or required by law

Activities you can object to

In many circumstances, you may have the chance to object before UW Health does the following:

- Disclose information to family members, friends or others involved in your care.
- Disclose your name, room number, condition or religion in a directory available to visitors (this situation would only arise if you were hospitalized).

Activities that require your written permission (authorization)

If UW Health care providers need to use or disclose your health information for other purposes, we must first receive your written authorization.

Your patient privacy rights

You have the right to

- Request how we contact you
- Inspect and receive a copy of your medical and billing records
- Request corrections to your medical and billing records
- Receive an accounting (list) of certain disclosures
- Receive a paper copy of the UW Health Care Providers Notice of Privacy Practices. You can get a current Notice form at any UW Health registration desk
- Request restrictions on uses and disclosures of your health information. (We may not be able to grant requests beyond what the law requires.)

Contact and complaint information

If you have any questions or concerns regarding the information in this notice please contact

Patient Relations
600 Highland Ave.
Madison, WI 53792-2460
(608) 263-8009

If you believe UW Health care providers have violated your privacy rights, you may call Patient Relations and discuss your concerns. In addition, you may also file a complaint with the Secretary of the Federal Department of Health and Human Services (DHHS Secretary). If you file a complaint, you will in no way be punished, threatened, harassed, retaliated against or subjected to any other negative consequences.





UW Health Pharmacy Services

At American Family Children's Hospital

Despite their little bodies, children who are treated at American Family Children's Hospital often face huge challenges. UW Health Pharmacy Services at American Family Children's Hospital, located in the Gift Shop on the first floor, is just another example how we provide world-class care to children. We offer many child-friendly services to make their treatment easier. Contact us at (608)-890-7899.

Specialize in pediatric medications

Children aren't small adults. Their bodies are different and they process medications differently than adults. Pharmacists at American Family Children's Hospital are specially trained in pediatric medicine and medications.

One-stop convenience

When your child is sick, you don't want to have to make a special trip to the pharmacy to pick up a prescription. Ask your doctor to send the prescription to UW Health Pharmacy Services. Stop on the first floor of American Family Children's Hospital and pick up the prescription and over-the-counter medicines on your way home. For convenient refills, transfer to any UW Health pharmacy or sign up for free home delivery or mail-order delivery. Mail-order delivery includes special stay-cool packaging for medicines that need refrigeration.

Medications made to meet your family needs

To ensure that our youngest patients receive the best care, our pharmacists can compound medications so the strength and dosage is exactly right based on your child's height, weight and growth. We compound medication for free and there is no increased wait time for these prescriptions.

Kid-friendly flavors

It's hard enough getting kids to eat vegetables, much less take medicine. UW Health Pharmacy Services can add a flavor to liquid medications to help make medicine time easier for you and your child. The icky-tasting medicine can be changed to taste like bubble gum, banana cream, strawberry, watermelon or many other kid-friendly favorites. Adding a flavor doesn't affect the way your medicine works, but it will taste much better.

Your pharmacist will be able to suggest a flavor based on your child's likes and dislikes.

Spill-proof bottle adapters

Liquid medicine can be messy. We can put a cap on your medicine bottle that allows you to draw up the medicine directly from the container the pharmacy gives you. This is mess free and your child gets the correct dosage of medicine..

Hard-to-find pediatric medications

Because children are our focus, UW Health Pharmacy Services at American Family Children's Hospital carries a complete line of child-specific medications.

Best care possible

Our pharmacists work closely with your doctor and the health care team so your child receives the best, personalized care possible.

Insurance authorization

The UW Health Pharmacy Services can directly bill most insurance plans and government programs. We accept Visa, MasterCard, cash and e-check payments (check payment by phone).





Understanding Your Patient Records, Insurance and Billing

Requesting medical records

You may request copies of your UW Health medical records, radiology images and pathology reports and slides. For more information, visit uwhealth.org

Understanding your UW Health bills

UW Health will review your health insurance coverage, including any insurance requirements for preauthorization or notification, and submit claims to your health insurance on your behalf. After your insurance company has processed the claim and paid its portion, you will be responsible for the remaining balance. If you have questions about your health insurance coverage, your visit, or to discuss payment options or financial assistance, please call (608) 263-8770 to speak with a financial counselor.

The hospital and its associated clinics and our physician group and its associated clinics have separate billing regulatory requirements.

Your bill may list professional services and hospital/clinic services separately:

- Professional charges are for services provided by physicians, physician assistants and nurse practitioners
- Hospital/clinic charges are for supplies, services and facility costs that may be part of your care

Depending on your insurance plan, you may be subject to different out-of-pocket costs when treated at a hospital-based clinic. Some insurers pay hospital/clinic charges differently than professional charges. Please review your benefits handbook.

Hospital-based clinics

- 1 S. Park Clinic: Hand and Upper Extremity Rehabilitation; Lymphedema and Venous Edema; 1 S. Park St.
- American Family Children's Hospital, 600 Highland Ave.
- Digestive Health Center, 750 University Row
- East Clinic, 5249 E. Terrace Dr.
- Kidney Clinic, 3034 Fish Hatchery Rd.
- Oakwood Village Clinic, 6209 Mineral Point Rd.
- Orthopedic Physical Therapy, Yahara Clinic, 1050 E. Broadway
- Orthotics Clinic, 6220 University Ave., Middleton
- Pain Management Clinic, 1102 S. Park St.
- Rehabilitation Clinic, 6630 University Ave., Middleton
- Rehabilitation Hospital, 5115 N. Biltmore Ln.
- Research Park Clinic, 621 Science Dr.
- University Hospital, 600 Highland Ave.
- University Station Clinic, 2880 University Ave.
- UW Health at The American Center, 4602 Eastpark Blvd.
- Waisman Center, 1500 Highland Ave. (UW Health Clinics only)
- West Clinic, 451 Junction Rd.
- Yahara Clinic: Dizziness and Balance Rehabilitation; Lymphedema; and Orthopedic Physical Therapy, 1050 East Broadway

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FREQUENTLY ASKED QUESTIONS

What is covered by my health insurance policy?

Every health insurance policy is different. The best way to find out what your health insurance will cover is to contact your insurance company. It is important to find out if you will have to pay part of the bill (a deductible and/or co-payments or coinsurance). Patients are responsible for knowing what their insurance covers.

Can I find out how much my services will cost?

UW Health offers a service called UW Health Priceline. You may call (608) 263-1507 and ask for a price estimate. Please note that you will be given a price range, rather than a specific estimate, as the final charges are based on a variety of factors related to the clinical service provided, the diagnoses associated with those services, supplies used, etc.

How do co-payments work?

You are responsible for paying your co-payment when you check in at your appointment. We will bill you if you do not pay at your appointment.

How can I be sure that I get the best coverage possible under my insurance policy?

Some health insurance policies require you to get a referral from your doctor before you get certain services. Some also require you to tell your health insurance company after you have received emergency care, usually within a very short time of receiving that care. Please contact your health insurance company to find out how to receive the best possible coverage.

How do I file a health insurance claim?

Because forms can be complex and confusing, we will file claims for you. To do this we need your correct insurance information. Please let us know as soon as possible if you change health insurance or if you move.

How will my insurance company handle payment?

In Wisconsin, your insurance company must pay for covered services within 30 days of billing. We will allow up to 45 days for your insurer to pay us. If your insurance does not pay in that time, we will bill you. When you receive your bill, you are responsible for paying any charges not covered by your insurance. If you are unable to make a full payment, arrangements can be made. Please call the telephone number shown on your bill if you have any questions about payment or need assistance. We file your insurance claim as a courtesy and allow sufficient time for insurance payment. In the end, you are responsible for your health care charges if your insurer does not pay.

Can my insurance company pay UW Health directly?

Yes. If your health insurance company does not pay us directly, you must pay us immediately upon receiving your insurance payment or receiving a bill from us.

What if I do not have health insurance?

If you do not have insurance, payment is due upon receiving your bill, unless you make other arrangements with us. To do so, call the telephone number shown on your bill. We will be happy to work with you to find satisfactory payment options.

Can I pay my bill online?

Yes. You may view options for paying your bill online at uwhealth.org/paperless. You may either pay through MyChart, a secure online website that allows you to receive and pay your bills as well as view portions of your UW Health medical record, receive test results, etc., or make a one-time payment.

Representatives are here to help

Our team of patient account representatives will help you understand and manage your UW Health bills. If you have questions, we are happy to help answer them. Feel free to call, write or visit. If you send written correspondence, please include the account number shown on your billing statement.

UW Health Patient Business Services
7974 UW Health Court
Middleton, WI 53562
(608) 829-5217, (877) 565-0505