Compliancy Group Free Education Series

- Upcoming & past webinars:
  http://compliancy-group.com/webinar/

Free Resources (whitepapers, articles, infographics):
https://compliancy-group.com/blog/

Please ask questions if we are unable to address them during the webinar, you will receive a response via email within 24-48 hours.

Compliance and Patient Engagement: How HIPAA Can Help YOU Satisfy Your Patients

HIPAA and online reputation Management!

Carrot vs. Stick
- Who really controls your brand?
- What Patients think about You!
- What Patients think about HIPAA
- What you need to know!

Who really controls your brand?
- 88% of consumers trust online reviews as much as personal recommendations
- Yelp’s Top 5 most reviewed Provider categories:
  - Optometrists, Dentists, Doctors, Chiropractors, Acupuncturists

Reviews Are Important
- U.S. News & World Report: patients surveyed
  - 30% Search the web for a doctor
  - 33% review you online
  - 55% are only happy with some of their doctors (looking for new provider?)
How Social Media and HIPAA Can Help Your Practice

- Acquire new Patients
- Retain your current patients
- Your patients worry about compliance
- Patient hear about HIPAA violations in the news

Grow Your Practice With HIPAA

- 61% Most patients check online reviews before selecting a doctor
- Gain more patients by being HIPAA compliant
- HIPAA = 17% increase in patients

The Importance of Trust

- 20% Patients are lost by average practice annually
- 68% Appointments that come from existing patients
- 83% Patients would recommend a practice they trust
- 82% Patients will stick to a practice if they trust it

What makes Patients loyal?

Five key predictors of patient loyalty:

- overall satisfaction
- reputation
- satisfaction with problem resolution
- staff following through with what they say they will do
- staff treating patients with dignity and respect.

How to build your Brand Loyalty!

1. Implement written policies, procedures and standards of conduct.
2. Designate a person to ensure they are followed.
3. Conduct effective training and education.
4. Develop effective lines of communication.
5. Conduct internal monitoring and auditing.
6. Enforce standards through well-publicized disciplinary guidelines.
7. Responding promptly to detected offenses and undertaking corrective action.

The Seven Fundamental Elements of an Effective Compliance Program

How Do Patients Feel About HIPAA?

Are you confident your healthcare providers protect your medical records?

- 68% Not confident

Did your providers’ negligence cause or contribute to identify theft?

- 53% Yes, they caused or contributed to it.

Secure Secure & Compliant

Easily Avoidable HIPAA Fines
- Patient testimonials – $25,000
  - Physical Therapy, posted testimonials on website w/out permission, failure to have updated policy and procedures
- Press Release - $2,400,000
  - Publish Press release including PHI w/out authorization, failure to have policy and procedures
- Unauthorized Filming - $2,200,000
  - 2 Patients filmed during a TV Show (NY Med) without authorization
- Late breach notification - $475,000
  - Did not notify OCR/patients within (60) days, – failure to have policy and procedures

Online reviews are important BUT........
- Practices have the obligation to protect this patient information
- Just because a patient posts a review does not give an organization the right to release patient specific information

PHI - You Must Remove All 18 Identifiers:
- Names
- Geographic subdivisions smaller than state (address, city, county, zip)
- All elements of DATES (except year) including DOB, admission, discharge, death, ages over 89, dates indicative of age
- Telephone, fax, SSN#, VIN, license plate #
- Med record #, account #, health plan beneficiary #
- Certificate/license #
- Email address, IP address, URLs
- Biometric identifiers, including finger & voice prints
- Device identifiers and serial numbers
- Full face photographic and comparable images
- Any other unique identifying #, characteristic, or code

Social Media Do's
- Google Your Name and Practice Name
- Use incognito mode
- Review your website
- Consider Social Media Technology or experts

Social Media HIPAA compliant Do's
- Thank patients for feedback
- Keep your responses anonymous
- Take complaints offline – please call the office
- Focus on the positive
- Have written consent if you use a patient testimonial
Social Media HIPAA compliant Do Not’s

• Do not email/text a patient without consent
• Do not alter content
• Do not repeat or use PHI
• Do Not reply or post information that confirms the identity of a patient
• Do Not respond to patients sharing of a diagnosis or service

Sharing of PHI

• Covered Entity to Covered Entity
• Covered Entity to Business Associate
  • Required BAA (Business Associate Agreement)
• Requests of PHI – in writing
  • 30 Days
  • Minimum Necessary Rule

Communication Guidelines

• Discussion of PHI should only occur in context of:
  • Treatment
  • Payment
  • Operations
• Do NOT discuss in public areas where it might be overheard
• Authorization must be given by patient to discuss with family members, other individuals.
  • Identify person requesting PHI, relationship to individual, reason for request, abide by “Minimum necessary” rule.

HIPAA & Social Media is Good for Business

• HIPAA compliance is Legally REQUIRED
• HIPAA is a marketing opportunity:
  • Differentiate yourself from your peers/competitors
  • Online & Social Media strategy
  • Sales and Marketing materials

Fitbit Inc. – announces its HIPAA compliance, stock price soared (26%)

We simplify compliance so you can confidently focus on your business.

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Questions?