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- 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.

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



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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!



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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



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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?)



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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

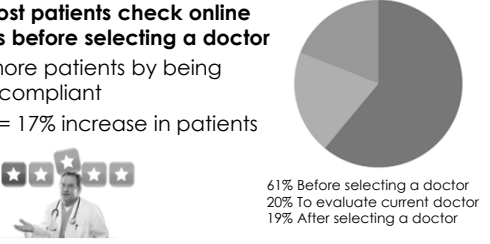


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Grow Your Practice With HIPAA

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



61% Before selecting a doctor
20% To evaluate current doctor
19% After selecting a doctor

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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

<http://www.practicebuilders.com/blog/6-practice-loyalty-retention-strategies-that-work/>

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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.



<http://news.gallup.com/poll/5203/what-does-patient-loyalty-look-like.aspx>

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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

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How Do Patients Feel About HIPAA?

Are you confident your healthcare providers protect your medical records?

68% **Not confident**

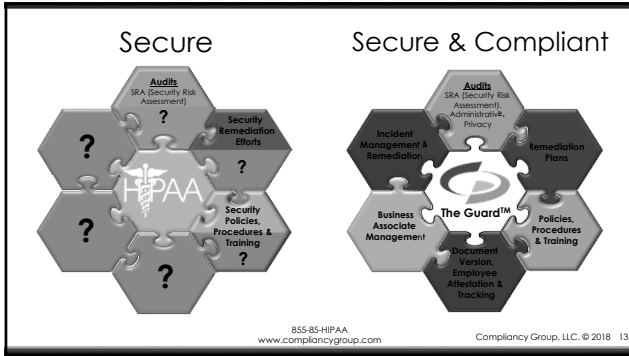
Did your providers' negligence cause or contribute to identify theft?

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

<http://www.sdsba.org/wp-content/uploads/2015/09/2014-Medical-ID-Theft-Study.pdf>

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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

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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

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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#s, VIN, license plate #s
- Med record #, account #, health plan beneficiary #
- Certificate/license #s
- 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

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Social Media Do's

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

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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

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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

HIPAA & Social Media is **Good** for Business

- HIPAA compliance is Legally **REQUIRED**
- HIPAA = **marketing opportunity**.
- **Differentiate yourself** from your peers/competitors
 - Online & Social Media strategy
 - Sales and Marketing materials



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

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.

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

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Questions?

