

# THE EIGHTEENTH NATIONAL HIPAA SUMMIT

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## HITECH and HEALTH REFORM: Privacy and Security Implications for Health Plans

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# HITECH AND HEALTH REFORM

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## “DOING BUSINESS”

Historical  
Protections



HIPAA



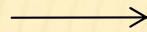
HITECH and  
Health Reform

“Plans have always cared about protection of their customer’s information, so the above transition has just adjusted the thinking and processes involved”

# HITECH AND HEALTH REFORM

## “TRANSITIONING TO DRAMATIC CHANGE”

Historical  
Protections



HIPAA



HITECH and  
Health Reform

- EDI
- Simple Data Flows
- Proprietary Solutions
- Non-Internet

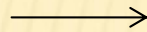
- Internet Surge
- Focus on Privacy
- Security Structures
- Increased and Dispersed Data Movement in Business Model
- More Business Associates

- Internet Embedded in Business
- Data Sharing Enthusiasm
- PHR's
- EHR's
- HIE's
- Coordinated Care

# HITECH AND HEALTH REFORM

## BALANCE SHARING DATA AND CUSTOMER/PATIENT TRUST ABOUT “THEIR HEALTH INFORMATION”

### Historical Protections



### HIPAA



### HITECH and Health Reform

- Flow of Admin Transactions for Limited Uses
- “Business Automation”
- Naive Customer/Patient

- Regulatory Focus and Highlighting of Breaches
- “Sharing Administrative Data – Covered Entities”
- Internetitis – Fear of firing, identity theft, personal harm or embarrassment

- A future of the right info, right place, right time protected???
- “Sharing, Sharing, Sharing for the right reasons”
- Lack of Understanding by most citizens: how does it help, or hurt, them in simple terms

# HITECH AND HEALTH REFORM

## “NCVHS DATA STEWARDSHIP PRIMER BUILDS A SOLID FRAMEWORK FOR APPROACHING THESE OPPORTUNITIES AND CHALLENGES”

A data stewardship philosophy and approach using easy to understand, administer and monitor principles related to:

- Privacy
- Security
- Data Sharing Across an Industry
- Ownership of Data
- Trust

“Data Stewards in a Sharing and Care Coordinated, Protected Ecosystem of Health Information”

# HITECH AND HEALTH REFORM

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## “NCVHS PRIMER HIGHLIGHTS”

### 1) Why is health data stewardship important?

There is an urgency because of the increase in availability of electronic health data; growing recognition of the value of electronic data in improving health care and population health; the acceleration in the use of information and communication technology; and awareness of the potential risks associated with incorrect or inappropriate uses of health data.

# HITECH AND HEALTH REFORM

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## “NCVHS PRIMER HIGHLIGHTS”

### 2) What is health data stewardship?

To ensure the knowledgeable and appropriate use of data derived from individuals' personal health information

Accountability and formal responsibility for assuring appropriate use of health data, including liability for inappropriate use

# HITECH AND HEALTH REFORM

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## “NCVHS PRIMER HIGHLIGHTS”

### 3) Who should practice data stewardship?

Everyone who collects, views, stores, exchanges, aggregates, analyzes, and/or uses electronic health data should practice data stewardship. This includes health care organizations, clinicians, payers, information exchanges, vendors, the quality improvement community, health statistics agencies, researchers, and caregivers.

# HITECH AND HEALTH REFORM

## “EMBRACE THE OPPORTUNITY THAT HITECH/HEALTH REFORM CREATE WHILE ACCEPTING THE “STEWARSHIP” FOR YOUR CUSTOMERS”

- ✘ Think overall “stewards”, not just the Privacy and Security pieces
- ✘ Become the “trusted agent” for your customer’s information
- ✘ Ensure that your business partners truly practice and monitor their “stewardship”
- ✘ Help your customers transition to the new paradigms of sharing health information
- ✘ Gain customer consent in new, different and efficient ways before sharing their data

“Focus on being great at sharing, protecting (eye of beholder) and securing the information your customers consider “personal”

# HITECH AND HEALTH REFORM

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Welcome to the continuing journey and the change it drives. Be the leaders, coordinators and “stewards”. It’s your families’ data also, so it really is personal and important to everyone’s health and well being!