HIPAA Has Two A’s:

Most Providers Have the Two A’s Down Now, but What About Everything Else?
Think Potatoes, Not Corn

Saint Alphonsus Regional Medical Center:

- Northwest Idaho
- American College of Surgeons’ Certified Level II Trauma Center
- 300 + Beds
- Nation’s Top 100 “Most Wired” Hospitals
- Nationally Recognized in Cardiac, Neuro and Orthopaedic Care

Member Organization of Trinity Health:

- Third Largest Catholic Health Care System in Nation
- 25 Member Organizations Nation-wide - 45 Hospitals,
  402 OP Clinics, Long Term Care, Home Health, Hospice
- 43,000 FT Employees; 7,900 Physicians
## HIPAA Has Two A’s: Understanding the Basics

<table>
<thead>
<tr>
<th><strong>Hippocratic Oath</strong></th>
<th><strong>Reasonable</strong></th>
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<tr>
<td><strong>Good Samaritan</strong></td>
<td><strong>Operations</strong></td>
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<td><strong>Patient Care Comes First</strong></td>
<td><strong>The White Rabbit</strong></td>
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<td><strong>Minimum Necessary</strong></td>
<td><strong>Reality TV</strong></td>
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<td><strong>Good Sense</strong></td>
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The Boomerang Effect; “I can’t tell you that because of HIPAA.”

- Patient Care Comes First
- “Battle of the Brooms”
- Rank Has Its Privileges
- But It’s MY Prescription!
- “I Was Afraid that I Said Something.”

- Where is the Norm?
- Macro Vs Micro View
- Interactions: ...the best knowledge informs action
- We’re not alone
Sing Along...
(to the tune of *A Bicycle Built for Two*)

- HIPAA, HIPAA
- Of this we are well aware!
- HIPAA, HIPAA
- The utmost in patient care!
- Confidential is the keyword-
- On info seen or heard.
- Without a doubt,
- We’ll carry it out.
- We’re a staff beyond compare!
To Educate and Hope is Futile: Integrating patient privacy into day-to-day routines

- Patient Care Comes First
- Compliance Vs Culture
- High Tech Vs High Touch
- Healthcare Vs the Real World
- The JCAHO Phenomena
- Be Concrete
# Keeping Perspective

<table>
<thead>
<tr>
<th>Topic</th>
<th>Words</th>
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<tbody>
<tr>
<td>Pythagorean Theorem</td>
<td>24 Words</td>
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<td>The Lord’s Prayer</td>
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<td>Archimedes Principle</td>
<td>67 Words</td>
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<tr>
<td>The Ten Commandments</td>
<td>179 Words</td>
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<tr>
<td>The Gettysburg Address</td>
<td>286 Words</td>
</tr>
<tr>
<td>Declaration of Independence</td>
<td>1300 Words</td>
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<tr>
<td>HIPAA Privacy Regulation</td>
<td>401,034 Words</td>
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Once Is Not Enough: 
Do we need to reshape the HIPAA message for providers?

- Patient Care Comes First
- The Workforce in Transition
- An Evolving Integration Proposal: Revisioning HIPAA Privacy
Re-visioning HIPAA Privacy

• Driving Force is the “Regulation” Vs Driving Force is The Patient
• Regulation Vs Mission/Values
• HIPAA Privacy Vs Respect Privacy: Patient Privacy Practices
• “We have to do this” Vs “We’ve always been committed to privacy”
• Patient is isolated individual Vs patient is part of larger community

• Compliance is obeying regulations Vs Compliance is sensitivity to improving patient privacy practices
• Norm is “Tell no one” Vs Norm is appropriate sharing of information to effect healing in mind, body and spirit
• HIPAA is a regulation overseen by a few who monitor for compliance Vs HIPAA provides a structure that supports staff in their day-to-day practice
HIPAA Compliance Accountability

Board of Trustees (CCOIC)

Senior Leadership Team

Office of General Counsel

LINC

HIPAA Compliance Committee

Privacy Security EDI

HIPAA Compliance Manager

Saint Alphonsus
ADVANCED HEALING BEGINS HERE
Integrating Privacy Compliance into A Patient-Centric Vision

CORE VALUE
Respect

MISSION
Steward Resource of Patient Information Entrusted to Us

HIPAA COMPLIANCE
Auditing, monitoring regulatory aspects of privacy (security)

ERDs
Patient is part of larger community.

VISION 2010
(What are the clues we want to orchestrate?)

Collaborative/partnerships
Healing environment
Flexible, adaptable
Patient (Customer) driven
Timely
Proactive Leadership

PATIENT CENTRIC CARE-COMMUNICATION PRACTICES

Five Pillars
Service - Serve the best interest of the patient
Serve the needs of significant others/care givers

Quality - Enhance patient privacy practices
Minimize patient/family complaints related to privacy
Ensure compliance accountability

People - Support staff in day-to-day practice

Finance - Satisfaction - repeat customers
No non-compliance fines

Growth - Educate the community
Contribute to overall effectiveness of advanced healing
Revisioning HIPAA Privacy - Cont’d.

- HIPAA means more P&P’s to follow Vs HIPAA P&P serve as guidelines for initiating best practices in patient privacy
- HIPAA is yet another Federal regulation imposed upon us Vs Patient privacy practices are a complimentary structure that we can integrate harmoniously into patient centric care
Revisioning - Action Plan

- HCC Teams
- Patient Privacy Advocates
- SWKTKB (Studer)
- Points Recognition
- Ready Reference Grid

- Privacy “SWAT Team”
- Rounding for Privacy Practices
- Educate, educate, educate, educate, educate
It’s Business. It’s Not Personal.
Seeing HIPAA Privacy within HIPAA’s big picture.

- Patient Care Comes First
- Privacy is only one piece of the whole
- The Driver: Transactions
- The Booming Boomers

- Enterprise-Wide
- IT: Today the world, tomorrow the galaxy
- E-Health
- Smart Cards
- Homeland Security
- Redesigning the Plane While in Flight
“Nothing about me, without me:”
Accessibility and accountability in future health care.

- But it IS personal!
- Patient Care Comes First
- Patient Savvy
- Patient “Access”
- Accessibility as Transparency

- The Boomers & Xers
- Genomics
- 24/7/365
- IT’s Galaxy
CIA: Control or Compassion?

- Patient Care Comes First
- Confidentiality-Integrity-Availability
- Compassion-Integrity-Accountability
- Control: The Patient’s Prerogative
Thank you!

Questions?
Discussion?
References

• Crossing the Quality Chasm: Executive Summary, 2000, The National Academy of Sciences.
• Escape Fire: Lessons for the Future of Health Care, Donald M. Berwick, MD, MPP, the Commonwealth Fund, New York, New York.
• AIS E-Health Communications.