

HIPAA Has Two A's:

Most Providers Have the Two A's
Down Now, but What About
Everything Else?

Eighth National HIPAA Summit

Session: 3.05 Advanced HIPAA Privacy Implementation

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2:15 PM-3:15PM



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

- Hippocratic Oath
- Good Samaritan
- Patient Care Comes First
- *Minimum Necessary*

- *Reasonable*
- *Operations*
- The White Rabbit
- Reality TV
- Good Sense



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

Pythagorean Theorem	24 Words
The Lord's Prayer	66 Words
Archimedes Principle	67 Words
The Ten Commandments	179 Words
The Gettysburg Address	286 Words
Declaration of Independence	1300 Words
HIPAA Privacy Regulation	401,034 Words



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



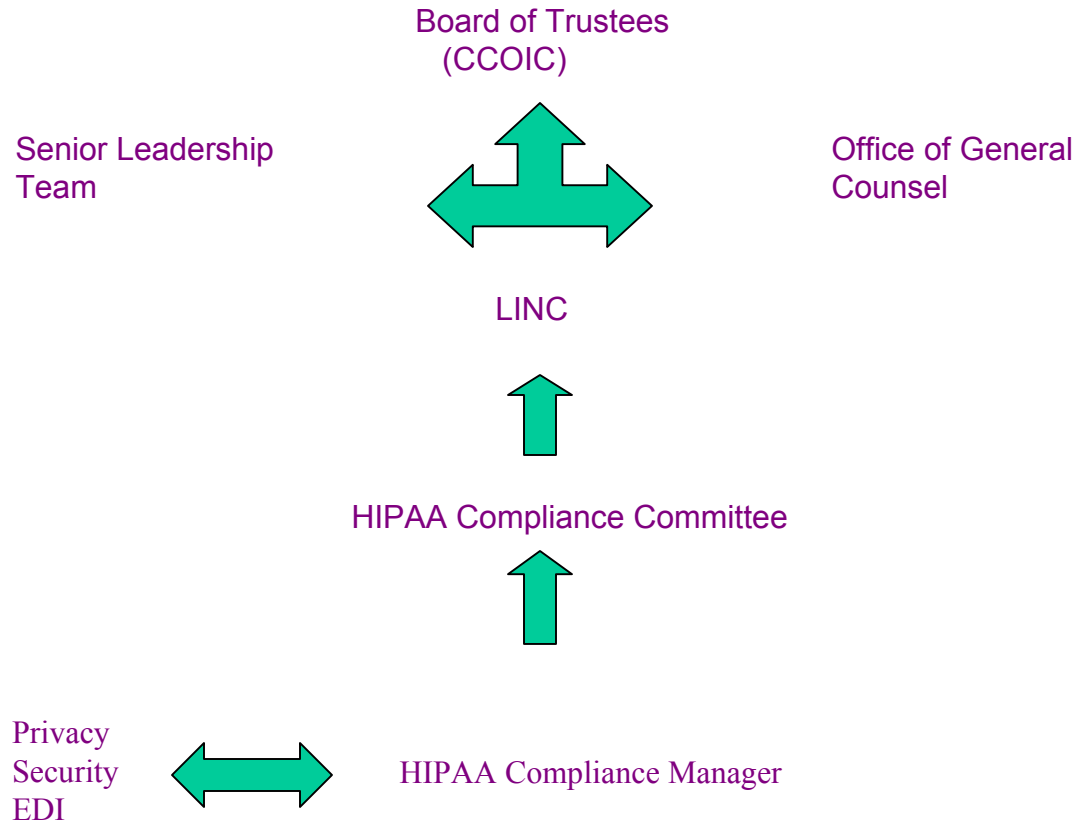
Re-visioning HIPAA Privacy

- 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

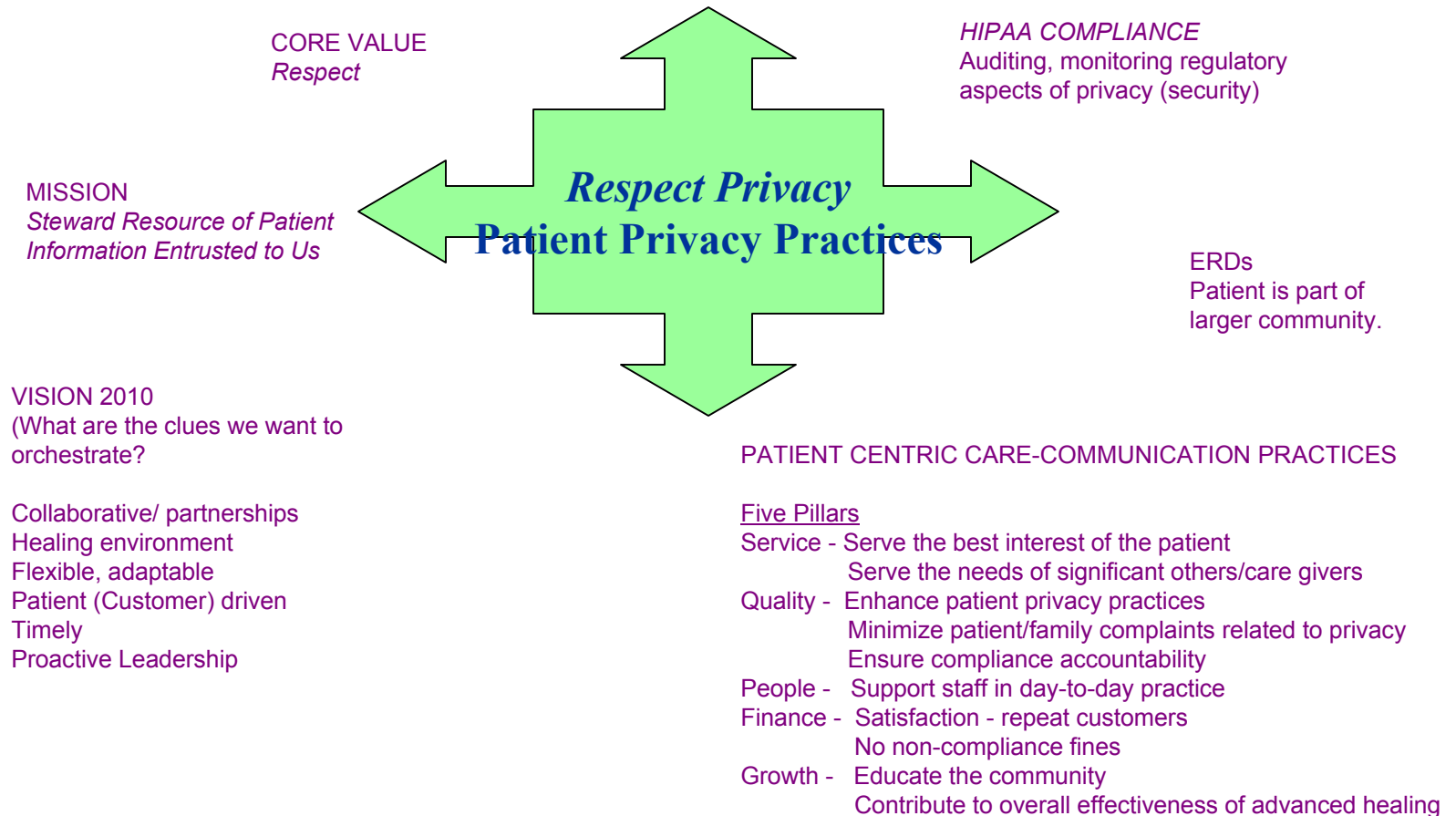
- Compliance is obeying regulations Vs Compliance is sensitivity to improving patient privacy practices
- Norm is “Tell no one” Vs Norm is appropriate sharing of information to effect healing in mind, body and spirit
- HIPAA is a regulation overseen by a few who monitor for compliance Vs HIPAA provides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



HIPAA Compliance Accountability



Integrating Privacy Compliance into A Patient-Centric Vision



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, 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

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- Plenary Session: Through The Patient's Eyes, Susan Edgman-Levitan, P.A., Journal of Healthcare Design, Vol. IX.
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- AIS E-Health Communications.
- HIPAA and Homeland Security: Can they coexist? Medical Economics/December 19, 2003.

