

**INFORMATION
IS POWERFUL
MEDICINE**

Rachel Seeger

U.S. Department of Health and Human Services
Office for Civil Rights

National Committee on Vital and Health Statistics
Hyattsville, MD
September 16, 2013

Highlights



- 20,516 unique visitors to [AIDS.gov/privacy](https://aids.gov/privacy)
 - May 20 – Aug 31
- 49% traffic from digital ads
 - Best sources: bgc, nextmag, ebar, hivpm, gaycom
- 40% Mobile
- 43% Direct URL
- 85% only visit aids.gov/privacy
- Average view time about 3 minutes

Outdoor & Transit



Impressions

- **Outdoor impressions of 3,532,622**
- **Online impressions of 19,362,659**
- **Transit 8,514,168**
- **Print 4,345,800 (readers)**

Community Outreach

Black Pride events in Washington DC, Chicago,
New York, Atlanta and Oakland

US Conference on AIDS – September 7 – 11, 2013



Community Outreach Attendance at the Pride events

Oakland 50,000

Atlanta 40,000

Chicago 12,000

NYC 10,000

Washington DC 20,000

New Orleans 3,000

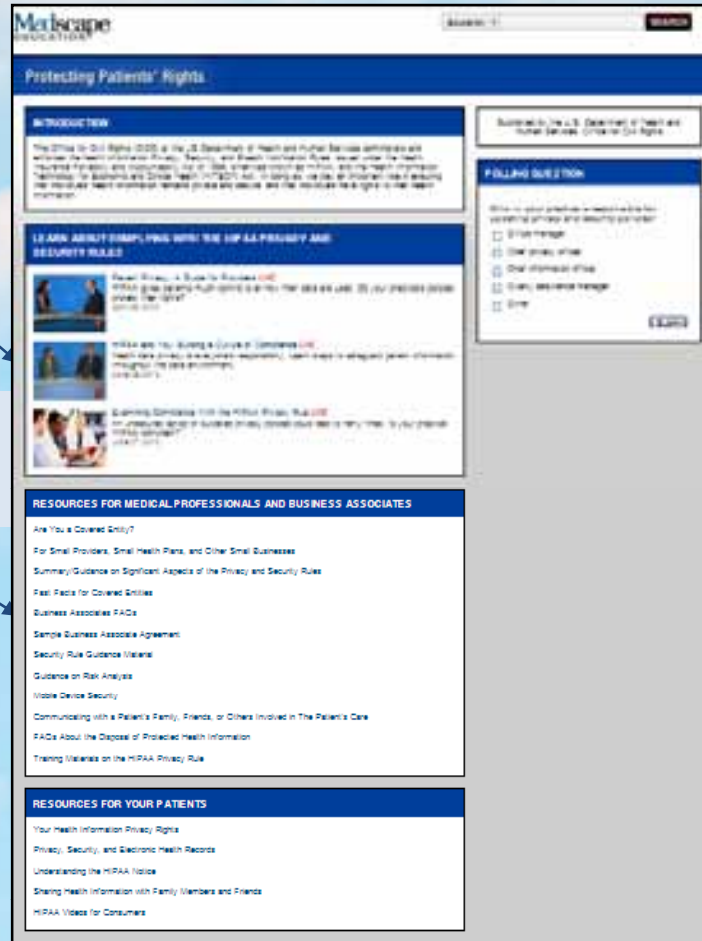
Total 135,000 estimated attendees

Protecting Patients Rights: New OCR Resource Center at Medscape.org

Video Programs module imbedded into page for dynamic interest

OCR Educational Links, Including Mobile Device Content

HIPAA/OCR Poll Question Updated Quarterly

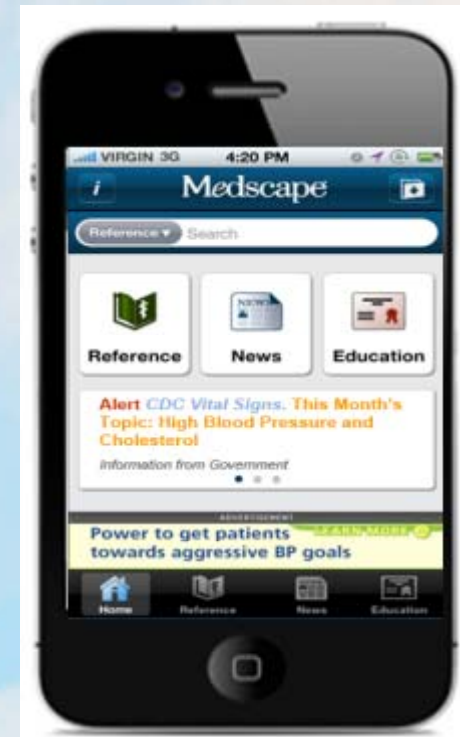


Introduction
The Office of Civil Rights (OCR) of the U.S. Department of Health and Human Services administers and enforces the laws on privacy, security, and breach notification rules under the Health Insurance Portability and Accountability Act of 2009, amended version of HIPAA, among health information, electronic, or business and health information (ePHI) and its disclosure and its protection under HIPAA. For more information on these rules and the resources available to help you learn more.

LEARN ABOUT HIPAA WITH THE UP-TO-DATE PRIVACY AND SECURITY RULES
Read: Privacy & Security Rules (OCR) - HIPAA rules and their impact on the way you do business with your patients and the way you do business with your patients.
Read: HIPAA and You: Being a Covered Entity (OCR) - Health care providers, health plans, and other entities that handle protected health information (PHI) are covered by the HIPAA rules.
Guiding Principles for the HIPAA Privacy Rule (OCR) - An essential guide to HIPAA privacy rules and how to apply them to your practice.

RESOURCES FOR MEDICAL PROFESSIONALS AND BUSINESS ASSOCIATES
Are You a Covered Entity?
For Small Providers, Small Health Plans, and Other Small Businesses
Summary/Guidance on Significant Aspects of the Privacy and Security Rules
Fact Facts for Covered Entities
Business Associate FAQs
Simple Business Associate Agreement
Security Rule Guidance (Webinar)
Guidance on Risk Analysis
Mobile Device Security
Communicating with a Patient's Family, Friends, or Others Involved in the Patient's Care
FAQs About the Dispose of Protected Health Information
Training (Webinar on the HIPAA Privacy Rule)

RESOURCES FOR YOUR PATIENTS
Your Health Information Privacy Rights
Privacy, Security, and Electronic Health Records
Understanding the HIPAA Notice
Sharing Health Information with Family Members and Friends
HIPAA Videos for Consumers



<http://www.medscape.org/sites/advances/patients-rights>

HIPAA: Creating Awareness and Educating Providers on the Importance of Compliance

Posting Date: 6/27/12

- **12,213 Total Learners**
 - **26,895 Total Page Views**
 - **6,272 MD Learners**
 - **2,006 Nurse Learners**
 - **204 Pharmacist Learners**
 - **317 Phys Assistants**
 - **2,718 (Other HCP's)**
-
- **3,083 MD Test Takers**
 - **1,533.75 Credits**

Examining Compliance With the HIPAA Privacy Rule CME

Rachel Seeger, MA, MPA

CME Released: 06/27/2012; Valid for credit through 06/27/2013

This activity is intended for healthcare professionals who interact with protected health information.

The goal of this activity is to provide a basic overview for clinicians and other healthcare professionals on the importance of compliance with the Health Insurance Portability and Accountability Act (HIPAA) Privacy Rule and breach notification requirements. It is not meant to supplement or substitute training required under the Rule.

Upon completion of this activity, participants will be able to:

1. Identify responsibilities of covered entities and their business associates under the HIPAA Privacy Rule
2. Develop strategies for assessing and maintaining a compliance program with the HIPAA Privacy Rule

Supported by the U.S. Department of Health and Human Services, Office for Civil Rights

Credits Available

Physicians - maximum of 0.50 *AMA PRA Category 1 Credit(s)*[™]

You Are Eligible For

- *AMA PRA Category 1 Credit(s)*[™]

Accreditation Statements

For Physicians

Medscape

Medscape, LLC is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

<http://www.medscape.org/viewarticle/763251?src=cmsocr>

HIPAA: Creating Awareness and Educating Providers on the Importance of Compliance

Posting Date: 6/29/12

- 15,297 Total Learners
- 24,397 Total Page Views
- 6,759 MD Learners
- 4,275 Nurse Learners
- 165 Pharmacist Learners
- 436 Phys Assistants
- 2,946 (Other HCP's)

- 3,356 MD Test Takers
- 1,675.75 Credits



Supported by the U.S. Department of Health and Human Services, Office for Civil Rights

Credits Available

Physicians - maximum of 0.50 AMA PRA Category 1 Credit(s)[™]

You Are Eligible For

- AMA PRA Category 1 Credit(s)[™]

Accreditation Statements

For Physicians

Medscape

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<http://www.medscape.org/viewarticle/762170?src=cmsocr>

HIPAA: Creating Awareness and Educating Providers on the Importance of Compliance

Posting Date: 4/26/13

- **11,790 Total Learners**
- **20,429 Total Page Views**
- **4,475 MD Learners**
- **2,612 Nurse Learners**
- **229 Pharmacist Learners**
- **471 Phys Assistants**
- **3,207 (Other HCP's)**

- **2,342 MD Test Takers**
- **1158.50 Credits**



Supported by the U.S. Department of Health and Human Services, Office for Civil Rights

Credits Available

Physicians - maximum of 0.50 *AMA PRA Category 1 Credit(s)*[™]

You Are Eligible For

- **AMA PRA Category 1 Credit(s)**[™]

Accreditation Statements

For Physicians

Medscape

Medscape, LLC is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

<http://www.medscape.org/viewarticle/781892?src=ocr>

Announcing Two New Learning Modules for CME and CE

- Title: “Your Mobile Device and Health Information Privacy and Security” – featuring Director Leon Rodriguez and the National Coordinator for Health IT Dr. Farzad Mostashari.

<http://www.medscape.org/viewarticle/810568>

- Title: “Understanding the Basics of HIPAA Security Risk Analysis and Risk Management” – featuring Leon in a spotlight video lecture.

<http://www.medscape.org/viewarticle/810563>

Two New YouTube Videos

Visit us at <http://www.youtube.com/USGovHHSOCR>



Your New Rights Under HIPAA - Consumers

https://www.youtube.com/watch?v=3-wV23_E4eQ

Over 262,000 views since September 4, 2013



The HIPAA Omnibus Rule – Covered Entities and Business Associates

<https://www.youtube.com/watch?v=mX-QL9PoePU>

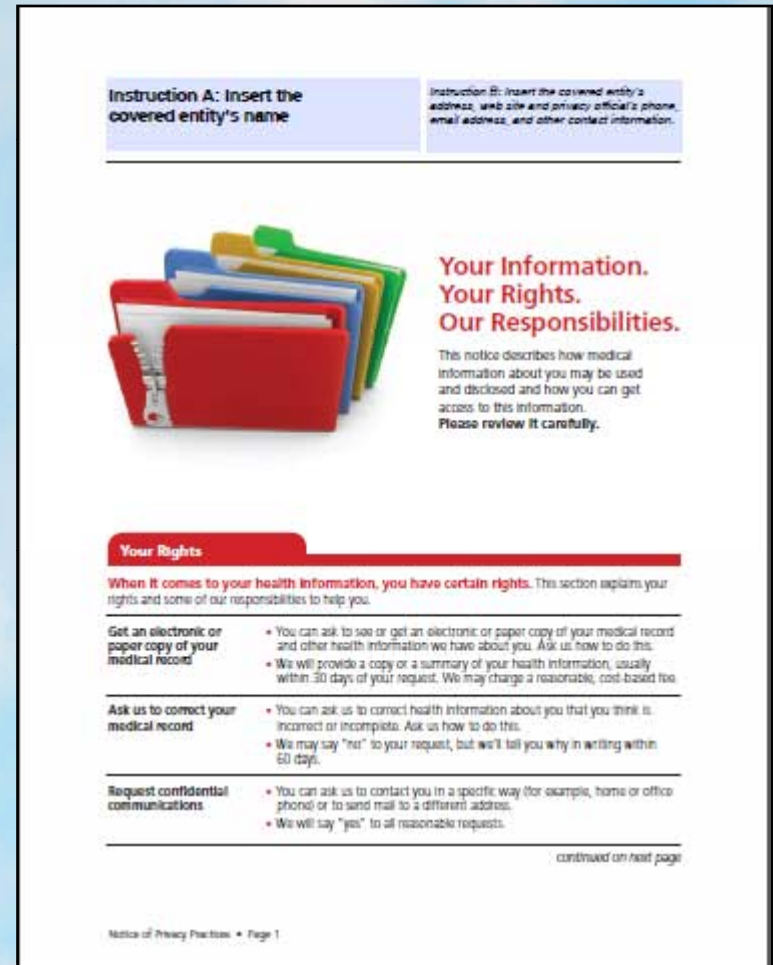
8,000 views since September 4, 2013

**TOTAL VIEWS OF ALL 10 VIDEOS FROM FEBRUARY 16 2012 -
SEPTEMBER 16, 2013: 1,500,000 +**

Model Notices of Privacy Practices

Many entities have asked for additional guidance on how to create a clear, accessible notice that their patients or plan members can understand. In response, OCR and ONC have provided separate models for health plans and health care providers:

- Notice in the form of a booklet;
- A layered notice that presents a summary of the information on the first page, followed by the full content on the following pages;
- A notice with the design elements found in the booklet, but formatted for full page presentation.
- A text only version of the notice.



<http://www.hhs.gov/ocr/privacy/hipaa/modelnotices.html>

Questions?

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