Making Technology Work for You, Not Against You

Julie McGovern
CEO
I just want to treat patients!
Are you using EHR?

<table>
<thead>
<tr>
<th>Category</th>
<th>Date</th>
<th>Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visit Note</td>
<td>02/02/15</td>
<td>Patient Input</td>
<td>Patient Clinical Decision Support Reminder</td>
</tr>
<tr>
<td>Message</td>
<td>01/01/14</td>
<td>Complete</td>
<td>V70.0 Routine General Exam-CP</td>
</tr>
<tr>
<td>Dr. Gillingham</td>
<td>02/02/15</td>
<td>Complete</td>
<td>V70.0 Routine General Exam-CP</td>
</tr>
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<td>Dr. Gillingham</td>
<td>02/02/15</td>
<td>Completed</td>
<td>V70.0 Routine General Exam-CP</td>
</tr>
<tr>
<td>Message</td>
<td>01/01/14</td>
<td>Patient Input</td>
<td>Patient Question - General</td>
</tr>
</tbody>
</table>

Patient: Test, Patient
Medical Record #: DOB: January 20, 1979 Sex: Male

Created On: 02/02/2015 02:06 PM Created by: Fox, Sandra
Completed On: 02/02/2015 02:06 PM Completed by: Fox, Sandra

Patient Test
1939 Sherwood
CA(LA,CA), CA 92611

Important Health Reminder
Our records indicate that Patient Test has an important healthcare service that is overdue. Annual Physical was due on October 02, 2014, and an appointment should be scheduled as soon as possible.

Your health is important to us. Please call our office today at (503)314-8533 to arrange an appointment for follow up care.

Thank you,

Todd Gillingham MD, LLC
5160 Ladd Lane Road
Suite 108
Portland, OR 97229
Still on Paper Charts?
Would you do Surgery with these Tools?
Don’t run your office with these!
Software and Hardware

PURCHASING
Choose the Right Software

- What fits best with your practice?

- What are the current options?
  - Purchased software licenses
  - Software as a Service (SaaS)

- How do you decide?
Purchased Programs/Licenses
In House Server / Client
Software as a Service (SaaS)
Applications in the Cloud
Web Based Software Options
ASP – Hosted
Success with Technology – It’s all about Support!

IMPLEMENTATION, TRAINING, UPGRADES
The First Point of Failure
Don’t Skimp on Training!
Say Yes to Upgrade!

IS IT TIME FOR AN UPGRADE?
HUH? WHAT?
WHERE AM I?
Training is ONGOING!
You’ve got EHR, now what?

MANAGING YOUR TECHNOLOGY ASSETS
Life Cycle of Managed Hardware Assets
BYOD

Bring Your Own Device
BYOD Policies

MY ONLY HOPE FOR PRODUCTIVITY IS TO SMUGGLE IN MY HOME LAPTOP

Should They or Shouldn't They: BYOD Policies For Your Business

PROPERTY OF:
Making BYOD Work

The BYOD **perfect storm**
Explosion of data, devices and anytime, anywhere connectivity

- **200 million** employees bring their own device to work
- **50%** companies allowing BYOD have experienced a security breach
- **182 billion** mobile application downloads by 2015
- **50%** of business mobile devices to be personally owned by 2015
- **Nearly half** number of millennials who will make up the workforce in eight years
- **1/3** admit to breaking or would break policy to use personal devices

_Dell World 2012_
Mobile Apps
Engaging Patients in your Technology Workflow

PATIENT PORTAL
Today’s Patients are Engaged!

- **63%** of adult cell owners use their phones to go online
  - Has doubled since 2009
  - 34% mostly go online using their cell phone
  - 21% do most of their online browsing using their mobile phone—and not some other device such as a desktop or laptop computer

- **69%** of U.S. adults track a health indicator like weight, diet, exercise routine or symptom
  - Half track “in their heads”
  - One-third keep notes on paper
  - One in five use technology to keep tabs on their health status

- **35%** of U.S. adults have gone online to figure out a medical condition
  - Of these, half followed up with a visit to a medical professional

- **39%** of U.S. adults provide care for a loved one
  - Up from 30% in 2010
  - Many navigate health care with the help of technology
How do patients find you?
Keep it Simple!
Connecting to the rest of the Medical Community

INTERFACES
Clinic Direct to Resource

Scenario 1: Status Quo

Business data streams of Millie’s information
Sources of information about Millie

CONNECTING FOR HEALTH COMMON FRAMEWORK
HHIE – Single Point of Interface
Secure your data!

DATA BREACH SECURITY
Protecting...

- Your Data
- Your Patients
- Your Business
How do you Protect PHI?

IS MY PHI DATA SAFE?

Most of us have the right IT security / policies and procedures in place but NOT the “peace of mind” that the data is safe.

Your PHI is vulnerable every time PHI data is:

- Transmitted
- Shared
- Read
- Edited
- Saved
- Etc...Etc...

Why do you think loss and theft continue to occur? The information is extremely valuable to those with corrupt intent. Practice Managers are losing sleep regarding PHI security and everyone knows why:

- 96% of covered entities have suffered a record loss event in the past two years
- HIPAA now has the teeth to better enforce the laws and damage a practice when losses occur

Top Questions

- Can you receive an alert within 24 hours of any PHI data loss? You can with MiddleGate.
- Is your data in the wrong hands? MiddleGate knows.
- How does it work? We TRACK the data 24/7 nationwide just like the credit card industry protects your bank card.
- If you lost records, who’s fault was it? MiddleGate knows and will tell you.
- That’s why millions of patients are protected with MiddleGate. Are yours?
- Give yourself the peace of mind you deserve. MiddleGate watches the data wherever it goes...24/7. Without blinking.

“We were doing everything we could to stop PHI loss and we were still exposed. MiddleGate helped me sleep at night.”

Clinic Administrator, Gastroenterology Practice

Priced for Small and Medium-sized Clinics
Free Trial and Free Installation
Do you have a Data Breach Plan?
# Written Process

<table>
<thead>
<tr>
<th>Section</th>
<th>Description</th>
</tr>
</thead>
</table>
| **1 Introduction**                           | • Purpose of response plan, initiation guidelines, and how to use the plan  
• Plan contents and scope of use             |
| **2 How to use the incident-response plan**  | • Explanation of the different levels of incident response and escalation points  
• Description of how to use the document for each part of the process                     |
| **3 Event handling**                         | • Event types, guidelines for categorization, and suggested actions                                                           |
| **4 Incident topology**                     | • Incident types  
• Affected information assets                                                              |
| **5 Incident-response team and war room**   | • Team responsible for incident response                                                                                       |
| **6 Setup of the war room**                 | • Structure of working groups that are part of the war-room/critical-decision rights and responsibilities |
| **7 Response plans**                         | • Plans for each incident type  
• Plans for each information-asset type  
• Checklists of key processes, actions, and notifications to be triggered in the event of a cyberattack, categorized by both incident and asset type |
| **8 Post-incident procedures**              | • Post-incident procedures and documentation of post-incident learning and codification:  
  - Documenting incident details and response actions  
  - Collecting lessons learned from incident response  
  - Updating plan to improve future responses |
Responding to a Breach - *It’s Inevitable*

**Anthem Data Breach**

- **80 million** current and former members and employees to be notified
- **80 million** roughly equals the combined populations of California and New York
- **10 state** attorneys general have complained that Anthem isn’t moving fast enough in its notification efforts
- **16 times** more individuals were involved than in the largest breach of 2014
- **Nationwide** only about 6 percent of healthcare data breaches are due to hackers
- **$100 million** - the amount of Anthem’s cyber-insurance policy, which is still not likely to cover their costs

**Incident Response – Identification Step**

<table>
<thead>
<tr>
<th>PHI &amp; PII Data Sensitivity</th>
<th>Financial</th>
<th>Recreational</th>
<th>Medical/Other</th>
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</thead>
<tbody>
<tr>
<td>Direct identifiers of the Debtor</td>
<td>![Icon]</td>
<td>![Icon]</td>
<td>![Icon]</td>
</tr>
<tr>
<td>Personal Numbers</td>
<td>![Icon]</td>
<td>![Icon]</td>
<td>![Icon]</td>
</tr>
<tr>
<td>Social Security Numbers</td>
<td>![Icon]</td>
<td>![Icon]</td>
<td>![Icon]</td>
</tr>
<tr>
<td>Medical Record Numbers</td>
<td>![Icon]</td>
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<td>![Icon]</td>
</tr>
<tr>
<td>Names</td>
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<td>![Icon]</td>
</tr>
<tr>
<td>Driver License Number</td>
<td>![Icon]</td>
<td>![Icon]</td>
<td>![Icon]</td>
</tr>
<tr>
<td>Account Numbers (Credit/Health Insurance)</td>
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</tr>
<tr>
<td>Additional identifiers/attributes/sensitive data</td>
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<td>![Icon]</td>
<td>![Icon]</td>
</tr>
<tr>
<td>Pregnancy</td>
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<tr>
<td>Social Security</td>
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<td>![Icon]</td>
<td>![Icon]</td>
</tr>
<tr>
<td>Date of Birth</td>
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<td>![Icon]</td>
<td>![Icon]</td>
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<tr>
<td>State Issued ID</td>
<td>![Icon]</td>
<td>![Icon]</td>
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Data Breach Insurance Coverage

Cyber Liability
Data Breach
PULLING IT ALL TOGETHER
Support

- Consultants
- Network Support
- Software Support
- Single Point of Contact

Need Help?
We have the answers for the tough questions.

Our Technical Support Team is experienced and happy to help. Call or email and we will troubleshoot for you.
Embrace Your Technology
Question & Answers

Follow up contact:

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Julie.McGovern@practicewisely.com