



PHIdiscovery

HIPAA compliance has been a primary focus of health care organizations for many years. Despite best efforts, from 2005-2007 approximately 155 million protected health records have been involved in security breaches. With increasing integration of medical information from third parties, the potential of Protected Health Information (PHI) exposures is dramatically rising. Faced with possible litigation, civil and criminal fines, and the high cost of resolving protected data breaches health care organizations can be impacted severely by the financial repercussions.

Concept Searching's PHIdiscovery identifies unknown PHI exposures from within unstructured content that can jeopardize your patients privacy, the reputation of your organization and impact your bottom line.

Don't wait until it's too late.

The Issues

The increase of medical data breaches is on the rise. With online medical records becoming the norm instead of the exception, health care providers and hospitals are facing data breach exposures that can jeopardize patient privacy. Coupled with the impact of new laws healthcare organizations can now face fines and sanctions for failure to protect patient data.

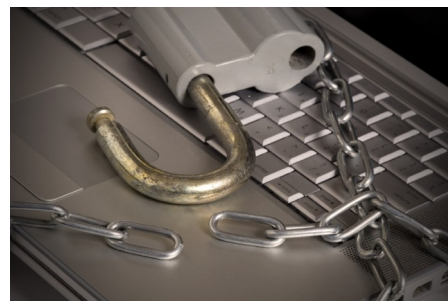
Adding to the responsibility of protecting patient data, the US Department of Health & Human Services, the HHS Office for Civil Rights and the Office of the National Coordination for Health Information Technology have implied stronger actions are needed to address PHI exposures. The recently implemented 'Red Flag' rules from the Federal Trade Commission have been further defined to apply to health care entities.

The healthcare system is unique, with complex dataflows reaching far beyond the confines of the organization. Information is routinely communicated to pharmacies, clinical laboratories, payors, insurers, government benefiting agencies, health departments, researchers, caregivers, and vendors making the prevention of data breaches and identify theft complex and challenging. It is no longer the trend for HIPAA to enforce violations in a remedial or educational nature and organizations can expect to face civil and criminal penalties escalating the already high costs of breaches.

- ⇒ Only 35% of protected data breaches involved loss or theft of a physical device
- ⇒ Overall 70% were due to a mistake or malicious intent by an organization's own staff
- ⇒ Between 2003 and 2007 more than 38,000 HIPAA complaints have been filed with the Department of Health and Human Services
- ⇒ Public outcry is demanding a more aggressive approach in regulating HIPAA violations
- ⇒ Civil causes of action are expected to dramatically rise
- ⇒ 'Red Flag' rules for identity theft also apply to health care organization's that offer credit or payment plans and organizations must comply by the extended deadline of May, 2009

The Costs

- ⇒ Seattle based home health care company paid \$100,000 for HIPAA violations - in addition to the \$7-\$9 million spent on the breach itself
- ⇒ Average cost of a protected data breach is \$6.3 million and ranges from \$225K - \$35 million
- ⇒ Per exposed record estimates range from \$90 - \$305
- ⇒ In 2007, 3rd party breaches were up by 40% and more costly averaging \$231 per record





The Solution

If health care organization's don't know they have PHI exposures the chances of finding them is impossible. Even with strict controls and a best practices approach, unknown PHI can and probably does exist on PC's, servers, web sites, and a host of diverse repositories inadvertently exposing the organization to patient data breaches or identity theft.

Utilizing advanced algorithms, PHI found within content can be automatically identified and aggregated into a central location for review and disposition.

Concept Searching's innovative **PHIdiscovery** is fully customizable to address all aspects of data privacy that are unique to the organization. The technology identifies PHI found within content through advanced meta-tagging and automatic classification. Once identified, the organization can have the potential exposures automatically routed to specific or multiple locations. PHI can be identified from within:

- * Scanned documents
- * Faxes
- * Microsoft Office Applications
- * eMail
- * Servers and PC's
- * Websites

Selection criteria can be based on one or more of the eighteen identifiers as defined by HIPAA. The organization can also identify unique numbers or characteristics specific to their requirements.

Concept Searching's suite of products deliver concept based search, automatic semantic metadata generation, automatic classification and taxonomy management. All technologies are fully SOA compliant and delivered as web parts and are easily deployed and managed. Based on Concept Searching's unique compound term processing, content is classified based on the conceptual meaning contained in the content enabling the retrieval of information using related concepts, compound terms, and multi-word fragments.

About COMPU-DATA

COMPU-DATA International, LLC (CDI) is a leading provider of enterprise content and information management solutions. CDI's products automate the collection, fusion, analysis and dissemination of structured and unstructured information by aggregating items from broad and disparate information repositories and delivering results through precision search and categorization. CDI has been providing solutions for both the public and private sector for over 20 years. Please visit our web site www.cdilac.com.

The Benefits

- * Reduces the potential of breaches and associated costs to remedy the exposure
- * Reduces risk through proactive identification of PHI exposures from disparate content repositories
- * Improves security and compliance processes within the organization
- * Identifies sources of PHI exposures enabling the organization to address and correct the problem before a breach occurs
- * Identifies PHI exposures that may not have been found
- * Eliminates risk associated with end user non-compliance issues
- * Standardizes and improves organizational processes associated with the identification and segregation of PHI
- * Reduces organizational costs and effort in protecting and identifying PHI

