

# Privacy in Healthcare



*A new generation of healthcare consumers and their willingness to share their information*

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# What's Privacy?

Privacy is the ability of an individual to exercise control over the collection, use, and dissemination of personal information.



- *What's different about protecting healthcare information and other sensitive information?*

# What's on the horizon?

- Empowering patients to be in control of their healthcare data
  - MyHealthEData
  - Blue Button 2.0
- Encouraging Interoperability
  - Seamless flow of data across the continuum of care
  - Patient identity/matching

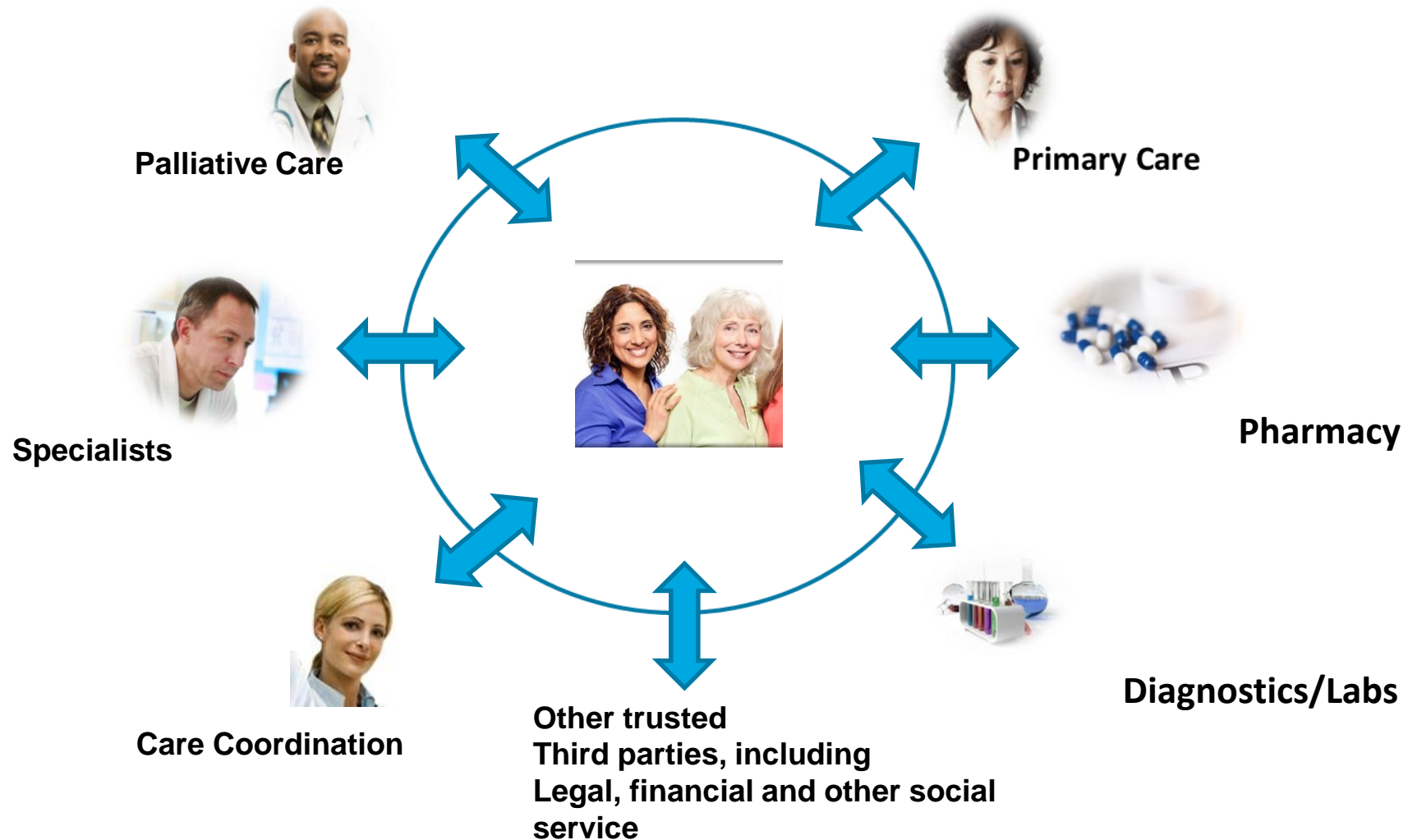
# Why is it important to protect privacy?

- Consequences for the organization and the individual
  - Negative impact upon individuals whose personal information is exposed
  - Large costs for recovery from privacy incidents
  - Loss of credibility, confidence, and trust in the organization
- Key laws and regulations
  - Privacy Act (US government agencies)
  - Health Insurance Portability and Accountability Act (HIPAA, 1996)
  - Health Information Technology for Economic and Clinical Health (HITECH) Act of 2009
  - Patient Protection and Affordable Care Act (PPACA) of 2010

# How PHI is shared today...



# Vision for the future: patient centered safe simple sharing



# HIPAA patient authorization requirements

- The recipient(s)
- The purpose(s)
- The patient's right to revoke
- Treatment cannot be conditioned on the patient's signature
- Downstream re-disclosures may not be protected
- When the authorization will expire
- Patient's signature and date
- Any direct or indirect remuneration for disclosing patient information for marketing