



November 12,
2010

Dear Doctors, DO IT NOW

Question... Were you HIPAA Privacy and HIPAA Security compliant in 2010 and are you ready for 2011?

I have been busy this year speaking in various places about HIPAA. Heading to COCSA next week and I hope I can impress upon them how unprepared doctors are for a HIPAA compliance audit and it is coming. There is no HIPAA police, but what is happening comes in the form of a review of your HIPAA documentation during a patient records audit, investigation of a systems breach and investigation of patient complaints. Doctors, it is coming. I have been saying this since 2008 when CMS was sighted for not doing enough to ensure patient health information was being protected.

Recently, I spoke at a convention. The first question I asked was "How many of you have a HIPAA Privacy policies and procedures manual and a HIPAA Security policies and procedures manual?" About 1/3rd of the group raised their hands. The second question was "How many of you annually train your staff with complete documentation?" No one raised their hand.

Why are you not compliant, doctors? **It is the law! I am not sure what I need to do or say to get your attention.**

Chiropractic is my advocacy not my vocation....I speak, plead, and argue in favor of chiropractic everyday and have for the last 40 years. Chiropractic is my life and my passion. My goal is to keep HIPAA compliance as easy and simple as possible so you can focus on getting sick people well. HIPAA is something you must do so let me help you.

There were changes made this year because The ARRA, HITECH Act of 2009 went into effect in February 2010. The HITECH Act strengthened federal HIPAA Privacy and Security laws by:



Edie Hofma
ICCO
*International Center
for Chiropractic
Office Management*

www.ICCOM.com

Call Edie :
313.330.01
or **CLICK**
email Edie

- 1) Establishing a Federal breach notification requirement for health information that is not properly protected.
- 2) Ensuring that all entities that work with protected health information are required to be compliant. (Business Associate Agreements)
- 3) Providing transparency to patients by allowing them to request an audit trail showing all disclosures of their health information.
- 4) Strengthening enforcement of HIPAA privacy and security laws by increasing penalties for violations and providing **greater resources** for enforcement and oversight activities.

So, I ask you again....were you HIPAA Privacy and HIPAA Security compliant in 2010 and are you ready for 2011? Do it NOW!

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OK, here's the deal.....

For the month of November you can purchase both manuals for a savings of 20% or \$66.00 off the regular price.

I am going to speak, plead and argue for you to do it NOW!

This offer is only available through this email. You get both HIPAA Privacy and HIPAA Security Manuals for 20% off the regular price.

The total price for you is \$381.00.

This link will be available only through the month of November.



Even if you think you are compliant, go take the checklist quiz and make sure?

[HIPAA Privacy Checklist](#)

[HIPAA Security Checklist](#)

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Please visit my website and review the HIPAA Privacy and HIPAA Security Policies and Procedures manuals table of contents. Your

manuals must address everything in these manuals.

http://www.iccom.org/index_files/ICCOMProducts.html

email me with any questions you may have: [\(click here to email me\)](#)

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