

Call recording allows companies to prove HIPAA/MIPPA compliance

Achieve proof of compliance with this reliable recording solution for healthcare providers.

Both Health Insurance Portability and Accountability Act (HIPAA) regulations and Medicare Improvements for Patients and Providers Act (MIPPA) were established to protect individuals' confidential medical information and to prevent the abuse of high-pressure marketing activities related to healthcare phone communications.

What are the HIPAA/MIPPA regulations and risks?

Under HIPAA/MIPPA regulations, healthcare providers must adhere to strict patient confidentiality procedures and limit marketing activities.

Healthcare professionals are encouraged to maintain compliance and reduce risk by:

- Recording staff/patient conversations
- Keeping accurate records of activities with pharmacies and/or insurance companies
- Accurately training new staff to comply with established regulations and operational policies
- Quickly access critical call records

How can call recording help your business stay compliant to HIPAA/MIPPA?

By easily keeping precise records of patient call communication!

A recorded call does not lie.
Recordings give you picture perfect proof of compliance.

SmartRecord® is the logical choice for healthcare providers everywhere, with its scalability, easy installation and competitive pricing. SmartRecord will...

- **Reduce Risk:** Reliable call recording that complies with HIPAA/MIPPA regulations
- **Easy to Record, Store and Play:** Efficient playback features that can be activated based on different search parameters
- **Protect Confidentiality:** Multiple product permission settings to ensure call recording security
- **Security:** Powerful encryption functionality to protect confidential patient information
- **Increase Productivity:** Intuitive user interface that helps users find recorded information quickly and easily

What is HIPAA?

Health Insurance Portability and Accountability Act (HIPAA) Privacy Rule

The goal of the privacy rule is to assure that individuals' health information is properly protected while allowing providers to communicate about pertinent records. Given that the health care marketplace is diverse, the rule is designed to be flexible and comprehensive to cover all scenarios. This includes keeping recorded call files of interactions that take place on the phone.

Failure to comply with HIPAA

Deliberately breaking HIPAA's rules can place staff and the organization at risk for penalties under HIPAA.

- HIPAA allows both civil and criminal penalties, including fines and possible jail time.
- The Office of Civil Rights of the Department of Health and Human Services enforces civil violations, and the Department of Justice enforces criminal violations of the HIPAA standards.
- Civil penalties are usually monetary fines of up to \$100 for each violation of the law, to a limit of \$25,000 per year.
- Criminal sanctions for knowing misuse or disclosures of personal health information carry fines of \$50,000 to \$250,000 and one to ten years imprisonment.

What is MIPPA?

Medicare Improvements for Patients and Providers Act (MIPPA)

The MIPPA Act of 2008 established new restrictions on how agents can market their Medicare-related products. In order to "protect Medicare beneficiaries from deceptive or high-pressure marketing tactics," many of the new MIPPA restrictions target areas (such as unsolicited calls) that have been a source of abusive sales practices in the past.

Failure to comply with MIPPA

The regulations contain the threat of fines up to \$25,000 per marketing violation." In most cases, these are expensive fines compared to the cost to install SmartRecord.

When looking for the industry's most secure, reliable, and affordable healthcare call recording solution, rely on CTI Group's SmartRecord to keep you compliant.

References:

<http://xnet.kp.org/permanentjournal/sum03/hipaa.html>
<http://www.hhs.gov/ocr/privacy/hipaa/understanding/summary/index.html>
For more on HIPAA Administrative Simplification, see the Department of Health and Human Services Web site at: <http://aspe.hhs.gov/admsimp/>
Also see KP's HIPAA Intranet site at: <http://kpnet.kp.org/hipaa/>.