

HTA POST

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Healthcare Technology Advice for the Modern Independent Practice

WHAT'S NEW



Join us this month for a Night of Hope and Healing at Lydia's House Gala, celebrating 25 years of service in the Greater St. Louis community. On February 29th, in the Doubletree by Hilton in Chesterfield, there will be dancing, there will be music, there will be auctions and raffles and stories told, and mostly there will be a community coming together to support victims of domestic violence through faith, hope, and healing.

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REFERRAL

Join the HTA Advisory Committee!



Have a coffee on us, and get a chance at a FREE iPad.

With our new referral rewards program, every qualified referral enters you into a drawing for a new iPad. Don't miss your chance to win this quarter!

UPCOMING EVENTS

Wednesday,
February 12th 7:30-11:30am Annual Medicare Update
Greater St. Louis MGMA

Thursday,
February 13th 12-5pm Spring Roadshow Series in Columbia, MO
Greater Heartland HFMA

Wednesday,
February 19th 3-5:30pm "Flourish - Maximize Individual Strength" presented by Mea Austin
Greater Kansas City MGMA

Thursday,
February 27th 12-5pm Spring Roadshow Series in Springfield, MO
Greater Heartland HFMA



See more at:
htadvisorsllc.com/events



Healthcare Technology Advisors

This monthly publication provided courtesy of Derrick Weisbrod & Hugh Anderson, Founding Advisors of Healthcare Technology Advisors.

Our mission is to be trusted advisors guiding healthcare businesses through the complex IT and HIPAA landscape while providing a comprehensive service that always maintains a human touch.



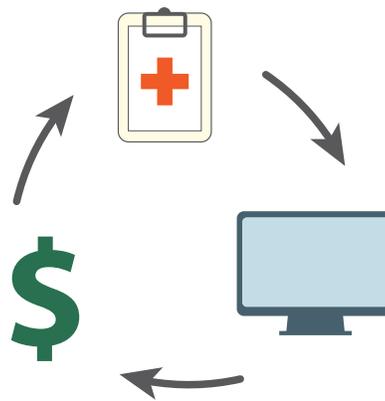
CLIENT SPOTLIGHT: R3 DYNAMICS, LLC

R3 DYNAMICS, LLC

RESPECT, RESPONSIBILITY, RESOLUTION

R3 Dynamics joined the Healthcare Technology Advisors family last year, and we are pleased to see them continue to grow. R3 Dynamics specializes in Revenue Cycle Management and Process Improvement for hospitals and physician providers, making them a great fit for our services as we both strive to improve the available resources for the healthcare community.

From its beginnings as a revenue cycle consulting firm, R3 Dynamics has expanded its services while focusing on small healthcare providers in the Midwest. Their team has spent years working within the healthcare revenue cycle, and intimately understands the constraints of healthcare



operations as it relates to cash flow and payment collections. They serve a wide variety of clients, offering everything from interim leadership to full-service outsourcing.

R3 Dynamics can be found at r3dynamics.com or (636)565-6086 and are headquartered in St. Peters, MO.

TECH TIP: PROTECT YOUR NETWORK WITH THIS FREE REPORT!

How confident are you in your computer network? When was the last time a computer crash left you scrambling to not only fix the problem, but make ends meet in the budget once the repair bill came out? How many hours of productivity were lost? How many patients did you have to reschedule because you couldn't process them?

It's common now that hospitals and physicians affected by ransomware are forced to turn away patients during the time their systems are unusable. Combined with the cost of employee downtime, repairing a network, and possibly paying a ransom to recover data, having a sub-par computer network in your medical office can be astronomically expensive.

How do you know if your critical computer systems are up for the task?

Read this report to discover:

1. The most expensive mistake small medical practices make when protecting patient data.
2. A universal misconception most practice managers have about computer networks, and how it ends up costing them.
3. 6 Critical security measures every practice should have in place.
4. How to reduce or eliminate frustrating crashes, slow performance, and other annoying computer problems.
5. How to avoid expensive unexpected computer repair bills and get top-grade service for a fixed monthly rate.

Download This Free White Paper Today At htadvisorsllc.com/protect

FEBRUARY 2020

BREACH REPORT: GEORGIA SUPREME COURT GIVES DATA BREACH VICTIMS RIGHT TO SUE

Data breaches carry all kinds of expenses that can do serious damage to a clinic's bottom line. That reality became more prominent last month when the Georgia Supreme Court ruled that data breach victims could sue for damages.

In June 2016 the Athens Orthopedic Clinic in Georgia suffered a data breach in which 200,000 patients' data was stolen. The stolen data included names, addresses, and social security numbers. The criminal hacking group known as Dark Overlord was responsible for the theft, and some of the data ended up for sale online.

The recent verdict overturned an earlier ruling that allowed the clinic to dismiss the case. In similar prior cases, Georgia courts held that exposure of private data alone was not enough to bring a negligence suit, as the threat of 'future harm' was too hard to prove. In this case, however, the Supreme Court found that, since the data was actively stolen by a criminal group, it was much more likely that any given patient may suffer from identity theft, making a negligence claim supportable.

This case sets a precedent that may be followed in many states. With the

ever-increasing rates of phishing attacks on businesses of all sizes and markets, data exposure and theft is common. This case suggests that if a bad actor is proven to be involved in stealing data, rather than accidental exposure, all affected victims of the data breach may have the right to sue for damages.

What does this mean for small medical practices? In addition to the cost of recovering from a data breach and managing public relations, you may also have to worry about future litigations against you from the patient's whose data you failed to protect. In order to protect your practice from endless litigation, the first step is always proper network management and cyber security. The second step is cyber liability insurance, which will not only help in paying ransoms and recovery costs, but also assist in settling or fighting litigation brought against you in the case of a data breach.

As stewards of sensitive data, HIPAA compliant entities should take all available precautions to protect the information that passes through our networks. This means having proper management, security, and training in place to mitigate risks.

STANDARDS IN HEALTHCARE AND HOW IT SHAPES OUR PERCEPTION



Regulation in healthcare is a thorny topic for most practitioners. On the one hand, regulations are in place to protect a patient's health and safety. On the other hand, they can make it onerous, time consuming, and plain difficult to do a good job of providing care. Many countries have vastly different systems of regulating their healthcare, from the markets to the doctor's office. This can sometimes result in faster, more affordable care, but it can also result in substandard results or even dangerous conditions.

I recently spent several weeks in Thailand, venturing overseas with my wife as a way to end the year and bring in 2020 with joy, refreshed for the work ahead of us. Words truly cannot describe the colorful views, picturesque waters, and gorgeous tableaux that greeted us. From the streets of Bangkok to the mountains of Khao Yai National Park, we experienced urban settings and wilderness treks, each vista a new experience. The last half of our journey was spent in southern Thailand on the beach, paddling the Phang Nga Bay and partying under a full moon on New Year's Eve.

While all these places held new and wonderful sights, I noticed many differences between the systems in place overseas and those that regulate our businesses in America. In most setting in America, you're unlikely to see thirteen people crammed into the back of a non-extended cab Nissan pickup truck, as I saw in Bangkok during the customary mass exodus to the villages for New Year's Holiday. New constructions here are held to strict building codes, while in Thailand new hotels didn't vent their bathrooms correctly, so



gross backdrafts were common. And speed limits? In America, we may grumble at having to reduce our speed while coming into urban centers. But in Thailand, we saw trucks going twice the speed limit and getting passed left and right. Not to mention that almost anywhere in America, you can access clean drinking water at any tap. This is one we often take for granted, not realizing how rare that is in most of the world.

Being in a place that did not have the standards I am used to made me reconsider what those standards do for our systems. In our every day routine, we only see how the regulations affect our ability to do our jobs. We only see the roadblocks they create, the inefficiencies they force us to contend with. We lose sight of the environment those standards are building, the safe and healthy world they've been creating for decades that we now take for granted.

In Healthcare, it is easy to become overwhelmed with the amount of regulations and standards we must follow. Having just experienced a country where the approach is much less progressive, I have a new appreciation for our approach to systemizing processes and achieving consistent results. As I move through 2020, I am going to focus on thinking about how standards help the whole system, and try to remove some of the negative perspectives I may have been holding on to unnecessarily.