

HACKERS, HIPAA AND HYPE



Understanding Data Safety and Patient Confidentiality

Have you...

- ✓ *Conducted* a technology security review?
- ✓ *Updated* your business associated agreements?
- ✓ *Had* patients sign an updated privacy form?
- ✓ *Established* a disaster plan in the event of a data breach?

If the answer is no, **your practice is not compliant** with the September 23, 2013 HIPAA Omnibus Final Rule. You are not alone. Most dentists are struggling with the new rules.

As a dental professional you have a moral and legal obligation to protect your patient's confidentiality. HIPAA compliance consists



largely of having the right forms and signatures. On the other hand, there are important real world measures dentists should be taking beyond the paperwork that can make an actual difference in patient data security. In addition to HIPAA there is the HITECH law that calls for severe fines and more to dental offices that experience a data breach.

Program Features: Learn what PHI, CE, NPP, BA and Exempt mean and why it matters. Understand the critical elements of risk assessment, the five basic steps to compliance and four critical elements to prevent a data breach. Most important of all, learn the one and only procedure you need to protect your practice from data breach (your "get out of jail free" card).

This entertaining, must see presentation from the nation's leading high tech dentist, Dr. Larry Emmott, is delivered in a fun and easy to understand style. Participants will leave with peace of mind, resources for compliance and a plan of action to put to use on Monday morning.

**THE FUTURE IS COMING
AND IT WILL BE AMAZING!**



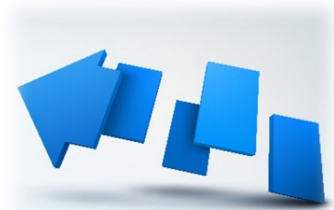
DR. LARRY EMMOTT
EMMOTT ON TECHNOLOGY

(866) 500-4985

larryemmott@drlarryemmott.com
www.drlarryemmott.com

LEARNING OBJECTIVES

- Understand the basic provisions of the HIPAA Omnibus Final Rule.
- Understand the basic provisions of the HITECH law.
- Identify resources to help secure practice data and comply with the law.
- Distinguish between what matters and what doesn't regarding data safety.
- Use the Internet for professional communications.
- Learn how to handle forms and signatures. Learn how digital technology is revolutionizing every aspect of the dental practice.



Suggested Audience: Dentist and teams
Suggested Format: Half-day lecture