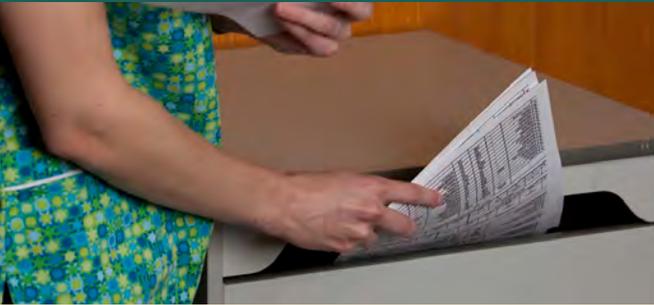


How Outsourcing Information Destruction to a Qualified Service Provider Works.

1. We visit to provide our credentials and create a proposal to place our collection containers and train your staff.
2. If you accept, we provide the compliance documents you need to start. We also provide the collection equipment, the required training, and written instructions to employees. It takes about 25 minutes to insulate your Practice from the higher fines that result when such training is not provided.
3. Our security service personnel come by on a schedule that you determine to service the collection containers.
4. The Practice is better protected. Staff members have less to worry about. Everyone has peace of mind. All because you took charge.



“We can’t risk the new mandatory HIPAA fines for improper disposal. Considering the ease, the record of compliance, and the training options, we can’t afford not to outsource to a NAID Professional.”

About NAID

This brochure is a publication of the National Association for Information Destruction, a non-profit organization that promotes the proper secure destruction of confidential information through education and standards enforcement.

About properPHIdisposal.net

properPHIdisposal.net is a non-profit website containing information and resources intended to show healthcare providers how to protect patient information at its most vulnerable point – when it is discarded. By properly destroying discarded information, practice administrators not only protect patients’ legal right to confidentiality; they also protect their organization, employees and themselves from new mandatory fines that could result from improper disposal.

The information and resources contained within this website are provided under the assumption that healthcare administrators who are fully informed on the new realities and new risks of improper information disposal will be best prepared to take the steps necessary to protect their healthcare practice and their patients.

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Myths about Using an Information Destruction Service.

MYTH	FACT
A shredding service is only for a large office.	A shredding service makes sense for any size office.
A shredding service is more expensive than doing it ourselves.	When all costs are included, outsourcing destruction is considerably less expensive than shredding in-house.
Shredding in the office is more secure.	Employees often avoid the inconvenience of shredding which puts the Practice and its patients at risk. When shredders break, the problem is even worse. All things considered, outsourcing to a qualified service provider is more secure than relying on employees to use office shredders.

When it comes to HIPAA compliant data disposal requirements...

WE PROMISE LESS!

Read why outsourcing information destruction is a better option.



Outsourcing Your Office's INFORMATION DESTRUCTION NEEDS is a SOLUTION FOR HIPAA COMPLIANCE That Offers LESS!

LESS CONCERN OVER NEW HIPAA PROVISIONS

Amendments to HIPAA were recently passed by Congress that dramatically increase liabilities related to improper disposal of healthcare information. Among these changes are:

• Health Data Breach Notification

Practitioners are now legally required to alert authorities and patients when their information is put at risk, and specifically when it is discarded in an unsecure manner.

• Mandatory Fines - Now 6,000% Higher Than Before

Under the new HIPAA, fines were increased from a maximum of \$25,000 to \$1,500,000. In addition, according to the Department of Health and Human Services, fines will be mandatory for certain violations, specifically including the disposal of patient information that is not properly destroyed first.

• States' Attorneys General are Now Responsible for HIPAA Compliance

To increase enforcement of HIPAA, the amendment now calls on states' AGs to provide additional and more aggressive policing of healthcare providers. A number of AGs have already demonstrated their inclination to enforce data disposal provisions in their states. In addition, the Office for Civil Rights is currently training AGs' offices to more effectively enforce HIPAA.

LESS TIME WORRYING ABOUT EMPLOYEE COMPLIANCE

Let's face it; employees are busy at the office and in their personal lives. Outsourcing your information destruction takes the burden and decision away from busy employees so you don't have to worry they will improperly discard something sensitive.

LESS MONEY SPENT ON SHREDDING

For the average medical practice, outsourcing information destruction costs about as much as a gourmet cup of coffee per day. It is far more expensive for employees to shred everything they discard.

LESS IMPACT ON PRODUCTIVITY

You run a tight ship and your employees need to maintain their productivity. Employees serve the practice better if they can focus on their primary responsibilities and do not have to worry that they shred on a daily basis.

LESS RISK OF BEING IN THE HEADLINES

Like it or not, improperly discarded patient information is big news these days. So are HIPAA fines. And, they are increasingly being reported across the country and in your community. Making proper destruction easy significantly decreases the likelihood your practice will be tomorrow's news.

Lubbock Avalanche-Journal - Thursday, July 17, 2008
Firm settles over data mishandling at Levelland clinic
By LOGAN G. CARVER

A national medical company will pay the state of Texas nearly \$1 million after reaching a settlement Wednesday with the state's attorney general over improper disposal of personal information, said Dick Filipp, a spokesman for the Attorney General's Office. Calls and e-mails placed after the settlement were not reported.

Physicians may be responsible when employees commit HIPAA violations

Dermatology Times - July 1, 2010

www.properPHdisposal.net

More information on:

- The NEW HIPAA
- Improperly discarded patient information
- Free resources for determining your office's best course of action
- A free employee training video and other helpful solutions for proper information disposal

WE CREATE LESS BY PROVIDING MORE...

FREE EMPLOYEE TRAINING: THE ULTIMATE RISK MINIMIZER

HIPAA regulators have written that when employees are appropriately trained on proper disposal, healthcare providers will not be held fully responsible for disposal violations.

At the same time HIPAA regulators have stated that failure to provide such training will result in the highest level of mandatory fines.

We can provide professionally developed disposal training tools that work simply and effectively when you train, retrain or add new staff members.

EMPLOYEE INSTRUCTION MANUAL

As your destruction service provider, we are also happy to prepare the written data destruction instruction manual that is now required for HIPAA compliance.

STATE-OF-THE-ART COMPLIANCE DOCUMENTS

HIPAA now requires a specific type of contract between healthcare providers and their data-processing vendors. To help, we provide one that was created by one of the country's top privacy attorneys. Plus, our paperwork is created specifically to provide the evidence of regulatory compliance.

REASSURANCES TO CLIENTS

With training and written employee instructions in place, your practice qualifies to display the Secure Data Zone emblem, reassuring clients and regulators that your practice takes its data protection responsibilities seriously.

