Data and Defense: 
Protecting Patient Data While Providing Safer Care

Thursday, June 9, 2022
Before We Get Started

Message Nick Davis for any tech issues

Use the chat box for questions and to introduce yourself

Explore resources we’ll share in the chat box
Today’s Presenters

Shawn Griffin, MD
President & CEO

Maggie Cornett, RN, MS
Chief Information Officer
Welcome and Introductions

About URAC

The Basics of Data Types & Access

Risk Factors

How Policy Fits In

Questions
Who’s Here Today

- What type of organization do you represent?
- What is your organization’s relationship to URAC?
About URAC

Maggie Cornett, RN, MS
About URAC

- Founded in 1990
- Non profit
- Independent
- Validates quality throughout the health care landscape
Regulation and Accreditation

**Regulation** sets the bar for safety

**Accreditation** sets the bar for quality
Provides a quality framework
Ensures continuous quality improvement
Independent, third-party verification of a quality program
Demonstrates leadership and initiative in a growing field

Leaders and teams use accreditation to improve performance and demonstrate value
URAC’s Health Care Management Programs

**Digital Health**
- Telehealth Accreditation
- Remote Patient Monitoring Accreditation
- Telehealth Support Services Certification
- Health Website Accreditation
- Health Content Provider Certification

**Mental Health and Substance Use Disorder (MH/SUD) Parity**
- MH/SUD Parity Compliance Guide
- ParityManager™ Compliance Software
- MH/SUD Parity Accreditation

**Patient Care Management**
- Health Utilization Management Accreditation
- Health Utilization Management Certification
- Independent Medical Examination Accreditation
- Independent Review Organization Accreditation
- Case Management Accreditation
- Health Call Center Accreditation
- Disease Management Accreditation
- Workers’ Compensation Utilization Management Accreditation

**Administrative Management**
- Health Care Management Certification
- Contact Center Certification
- Clinically Integrated Network Accreditation
- Patient-Centered Medical Home Accreditation
- Provider-Based Population Health Accreditation
- Employer-Based Population Health Accreditation
- Credentials Verification Organization Accreditation

**Health and Dental Plan**
- Health Plan Accreditation
- Health Plan with Long-Term Services and Supports
- Marketplace Health Plan Accreditation
- Medicaid Health Plan
- Medicaid Health Plan with Long-Term Services and Supports
- Medicare Advantage Accreditation
- Dental Plan Accreditation
- Health Network Accreditation
- Dental Network Accreditation
URAC’s Pharmacy Programs and Supplemental Designations

Pharmacy
• Infusion Pharmacy Accreditation
• Medicare Home Infusion Therapy Supplier Accreditation
• Mail Service Pharmacy Accreditation*
• Pharmacy Benefit Management Accreditation
• Pharmacy Services Accreditation (chose up to four modules)
  • Community Dispensing
  • Drug Therapy Management
  • Point of Care Testing
  • Vaccine Administration
• Specialty Pharmacy Accreditation*
• Specialty Physician Practice Dispensing Accreditation
• Specialty Pharmacy Services

Supplemental Designations
• Rare Disease Center of Excellence
• Opioid Stewardship
• Measurement-Based Care
• Integrated Behavioral Health
• Transitions of Care

* Denotes program is available for small pharmacies
The Basics

Shawn Griffin, MD
Why This Topic Matters

Patient data is necessary to provide coordinated care.

More data = more accurate understanding of patient's entire health = more risk.

Data security carries both legal and reputational risk.

New systems will be needed for care.

New connections between systems increase "partner risk".

New "downtime/fallback" systems needed.

Cybercrime - Ransomware risks.

Ease of use for hiring employees and retaining customers.
Benefits of Sharing Data Across Systems

- Improved transparency and communication between all providers
- Value-based payment structures rely on sharing health data
- Decreases in polypharmacy and over-prescribing
- Reduction in errors, duplicate therapy, drug-drug interactions and drug-disease state interactions
- Fuller picture of patient experience happening in different places
The Basics

Types of Data
Health Care Organizations
Access

<table>
<thead>
<tr>
<th>Name</th>
<th>Date of Birth</th>
<th>Addresses and Phone Numbers</th>
<th>Social and Demographic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allergies</td>
<td>Diagnosis</td>
<td>Medical History</td>
<td>Comorbidities</td>
</tr>
<tr>
<td>Clinical Assessments</td>
<td>Labs</td>
<td>Interventions</td>
<td>Clinical Outcomes</td>
</tr>
<tr>
<td>Insurance: Claims Data</td>
<td>Credit Card</td>
<td>Emails and Texts</td>
<td>Patient Portals and Apps</td>
</tr>
</tbody>
</table>

Clinical Outcomes
Who Is Accessing the Data?

**Identified**
- Staff
- Other pharmacies
- Hospitals/health systems
- State and community health agencies

**De-identified**
- Manufacturers
- URAC
- Data validators
- State and community health agencies
Risk Factors to Mitigate

Maggie Cornett, RN, MS
Risk Factors to Mitigate

- Physical
- Backup Systems
- Technical Precautions
- Malware - Ransomware
- Types of Systems
Physical Risk

- Minimize number of people who have access
- Offsite data storage
- Treat as important as a controlled substance

Denotes a URAC accreditation standard
Backup Systems

- Test your system regularly ★
- Ensure the backup isn’t connected to anything other than what it is backing up
Technical Precautions

• Encrypt your data ★
• Ensure clear roles for anyone who has access to the data ★
• Conduct regular risk assessments ★
• Develop and regularly test your Business Continuity Plan ★
Malware – Ransomware Attack

Risk Factors

Activity in Health Care
Security Risk – HIPAA
Downtime Risk
Cybersecurity Insurance Costs
Type of Systems

Custom Built

Out of the Box

Hybrid Systems
How Policy Fits In

Shawn Griffin, MD
Interoperability Forces at Play

- 21st Century Cares Act Requirement for Interoperability
- Pharmacists eCare Plan (PeCP) use challenges
- Fines for non-compliance on interoperability
- Changed perceptions of pharmacies by regulators
ULTIMATE GOAL
Have a more complete picture of the patient to provide better care

Remember This

The tools necessary to be high-performing bring *new risks* to any business

Data security is *constantly* under attack

Not every group will have the *technical skills* necessary to perform well

Serious *legal implications* and *monetary fines* possible for failures

"Know what you know and admit what you don't."
Questions

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