



**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

Welcome

# Today's Presenters



**Shawn Griffin, MD**  
President & CEO



**Maggie Cornett, RN, MS**  
Chief Information Officer

Welcome

# Agenda for Today

Welcome and  
Introductions

About URAC

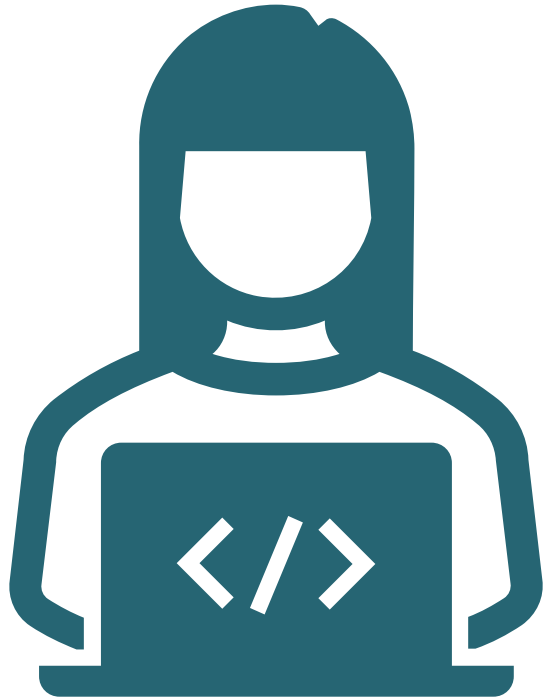
The Basics of  
Data Types &  
Access

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

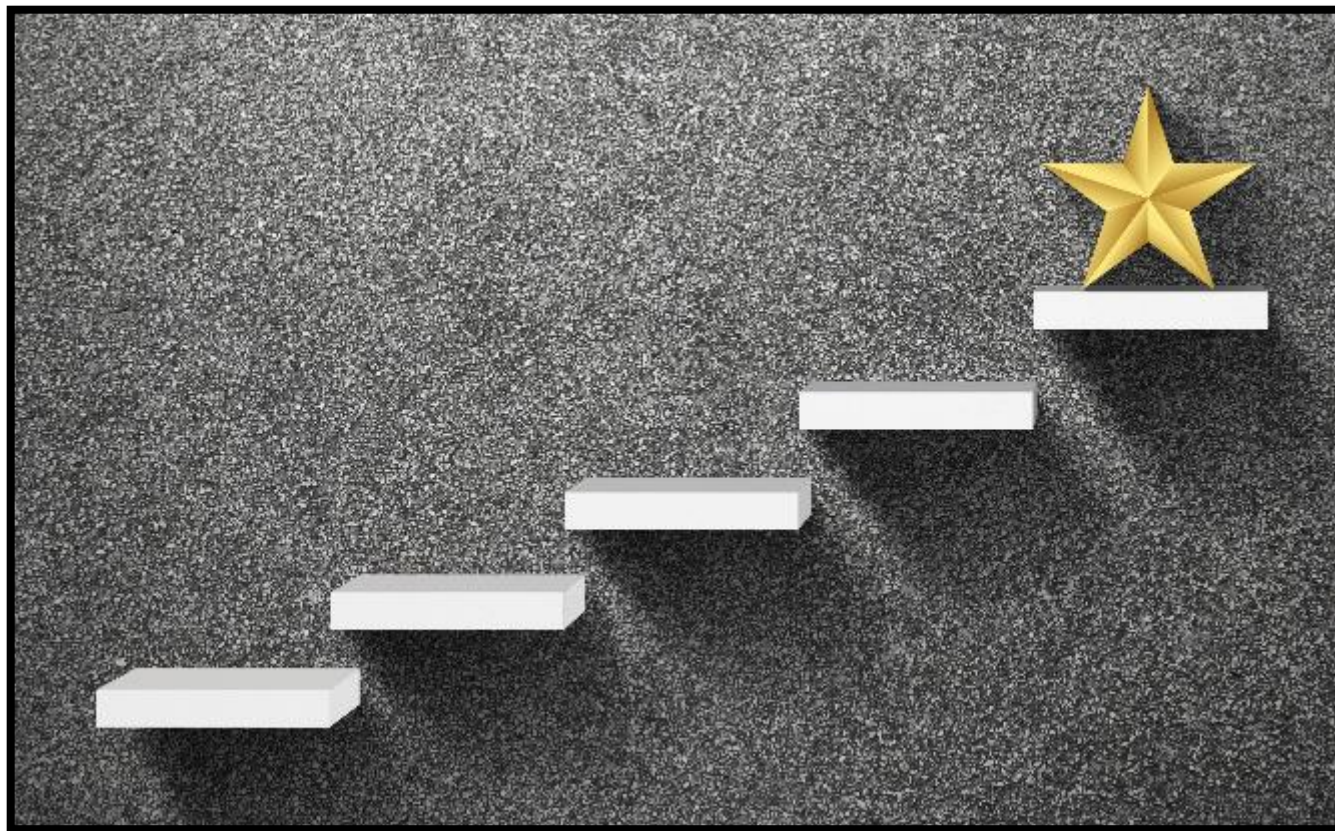






30 Years of Setting the  
Standard in Health Care

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



# Regulation and Accreditation

Regulation sets the bar  
for safety

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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



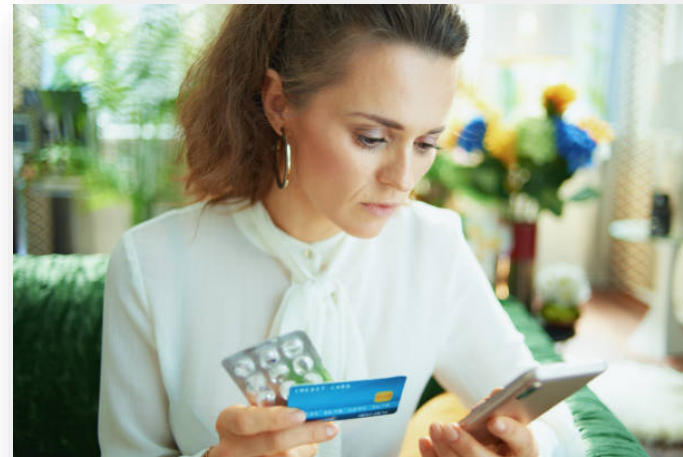
## Pharmacy

- 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



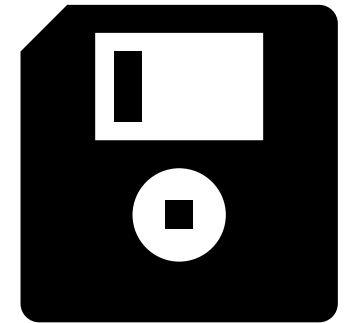
Fuller picture of patient experience happening in different places





Name	Date of Birth	Addresses and Phone Numbers	Social and Demographic
Allergies	Diagnosis	Medical History	Comorbidities
Clinical Assessments	Labs	Interventions	Clinical Outcomes
Insurance: Claims Data	Credit Card	Emails and Texts	Patient Portals and Apps

## Types of Data Health Care Organizations Access



# 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



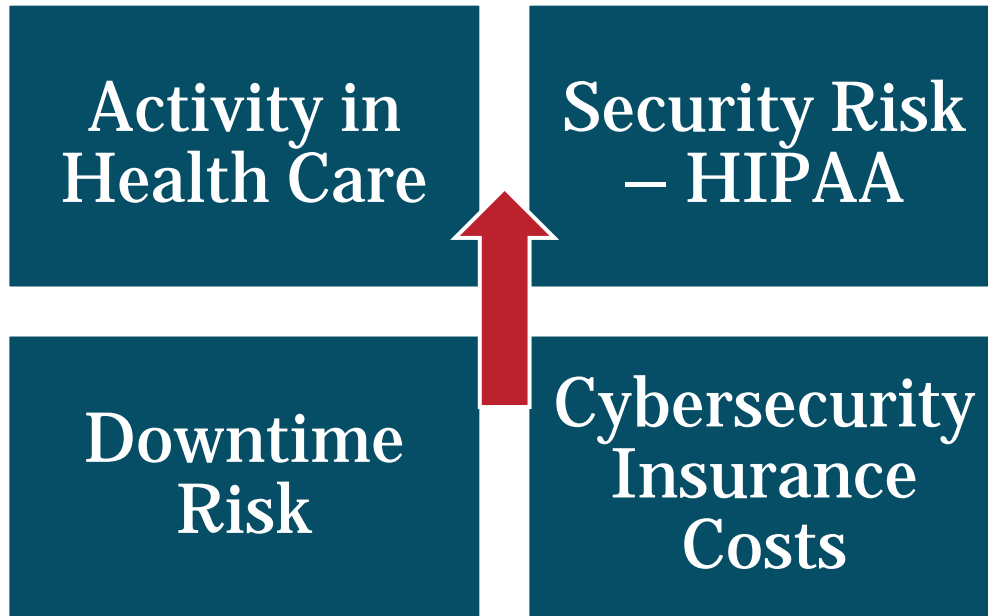


# Technical Precautions

- 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



# Type of Systems

Custom Built



Out of the Box



Hybrid Systems

# How Policy Fits In

Shawn Griffin, MD



# Interoperability Forces at Play

- 21<sup>st</sup> Century Cares Act Requirement for Interoperability
- Pharmacists eCare Plan (PeCP) use challenges
- Fines for non-compliance on interoperability
- Changed perceptions of pharmacies by regulators



# Remember This

## ULTIMATE GOAL

Have a more complete picture of the patient to provide better care

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

## Connect with URAC

### Sales and New Accreditation Inquiries

202-216-9413

[businessdevelopment@urac.org](mailto:businessdevelopment@urac.org)

### Client Relations Inquiries

202-326-3942

[clientrelations@urac.org](mailto:clientrelations@urac.org)

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