

Combating a False Sense of Cybersecurity

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Disclosures

- I am a full-time employee of PICA/ProAssurance
- I am a shareholder of ProAssurance (NYSE:PRA)

Course Objectives

- Understand External Threats to Your Practice and How to Prevent Them
- Understand the HIPAA Privacy and Security Risks of electronic communications with patients.
- Understand the Inherent Risks Associated with using Personal Electronic Devices in Medical Practice.

White House Warns Companies to Act Now on Ransomware Defenses June 3, 2021

Anne Neuberger, Deputy National Security Adviser for Cybercrime



The Facts

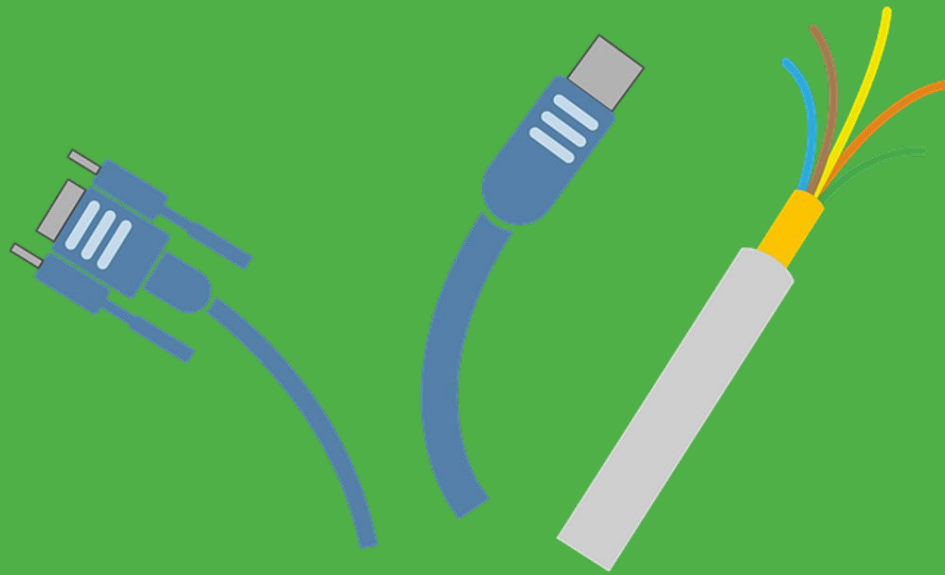
- Breaches of Personal Information are skyrocketing.
- Healthcare Industry Breaches accounted for 43% of the total!
- Small-Medium Sized Business are Extremely Vulnerable



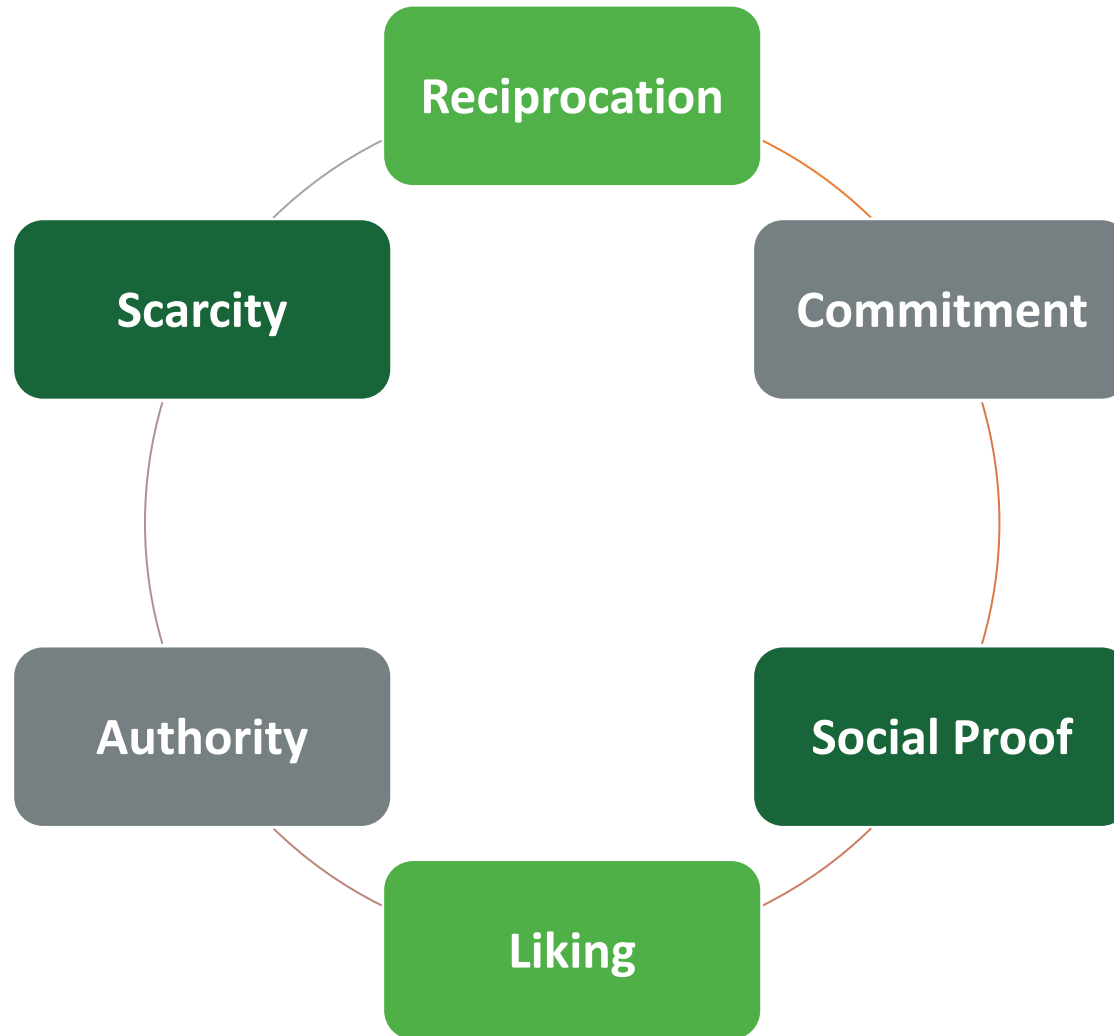
Why is this Happening?

Frankly, and quite simply, we are addicted to being wired!

**Our desire for these conveniences are
being exploited by cyber hackers**



The Psychology of Scams



Who Let's the Bad Guys in?

We do!

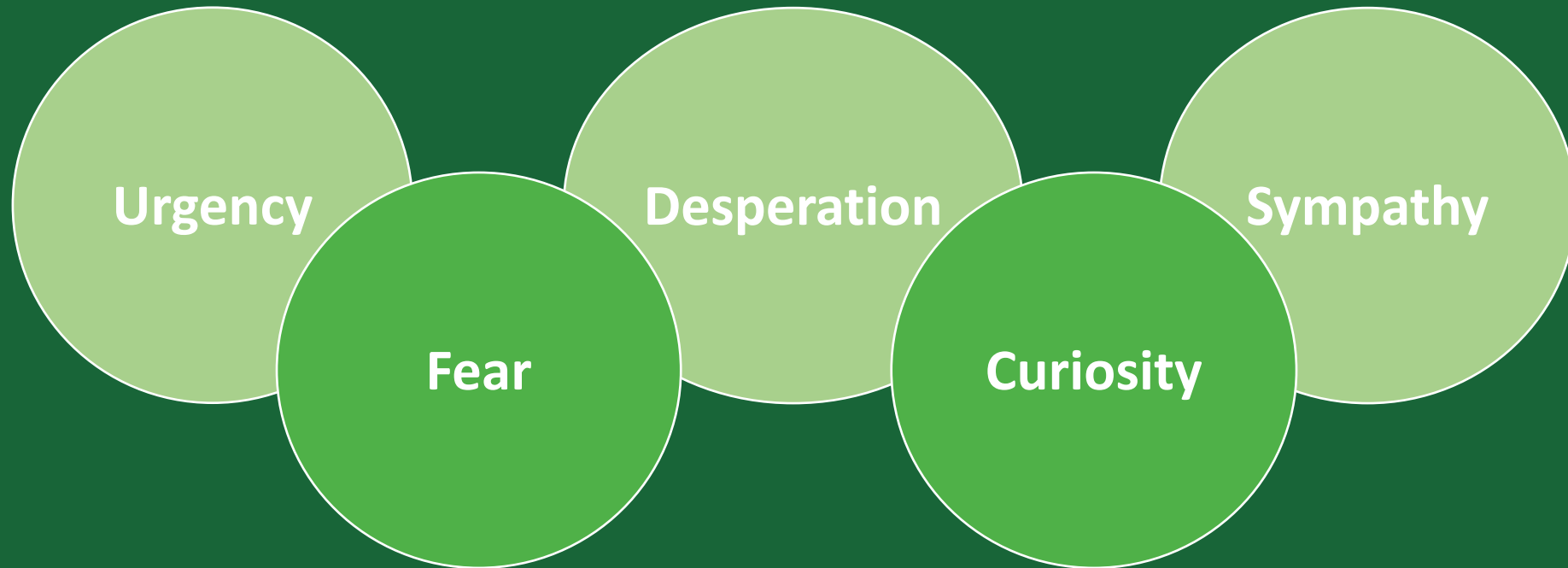
By our actions



... and we gave them
permission to use our data!



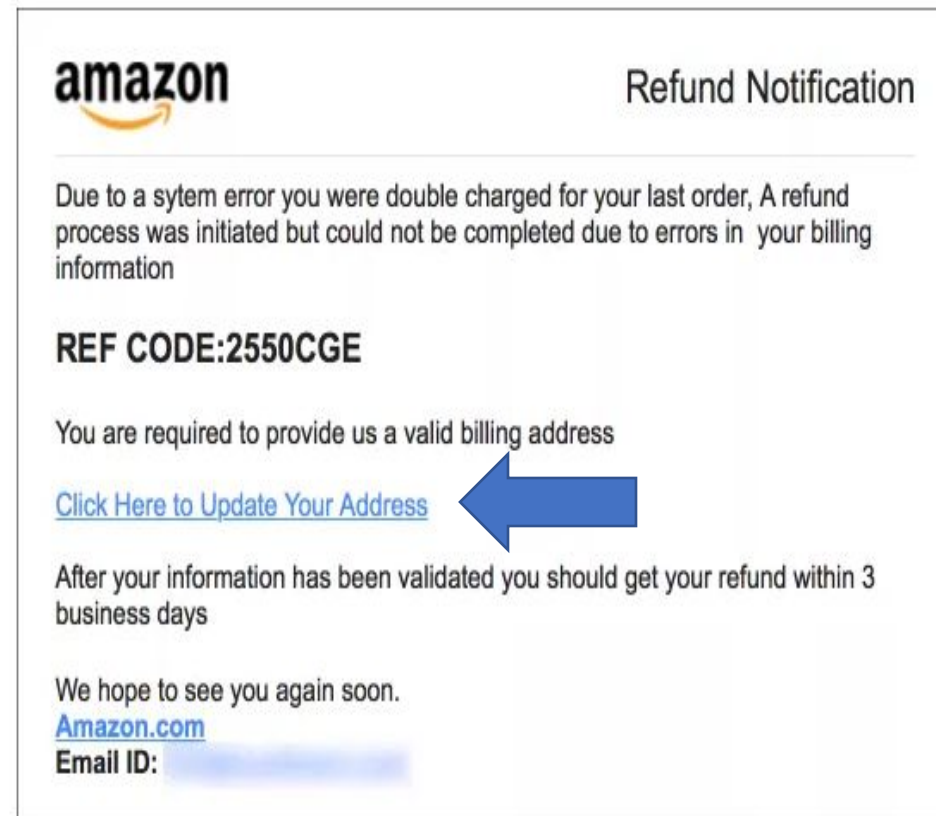
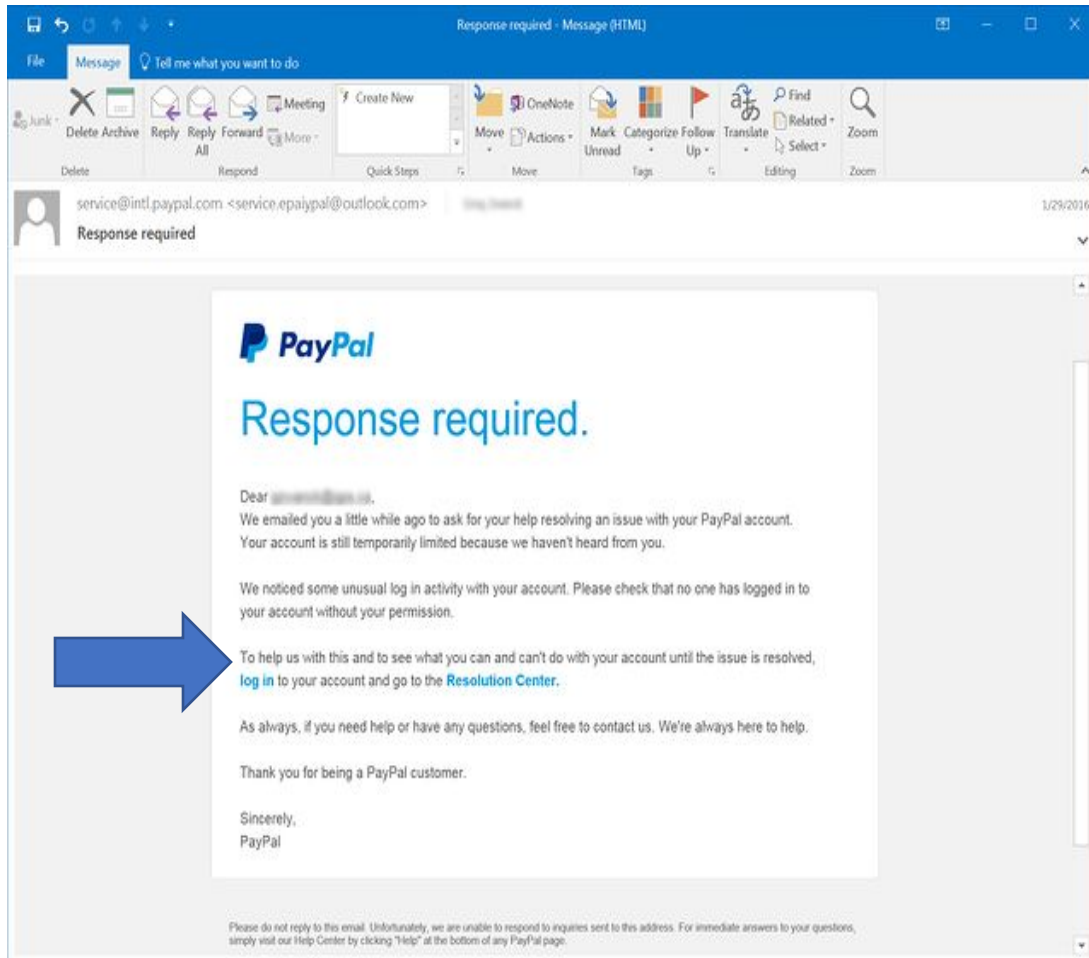
Why Does Social Engineering Work?



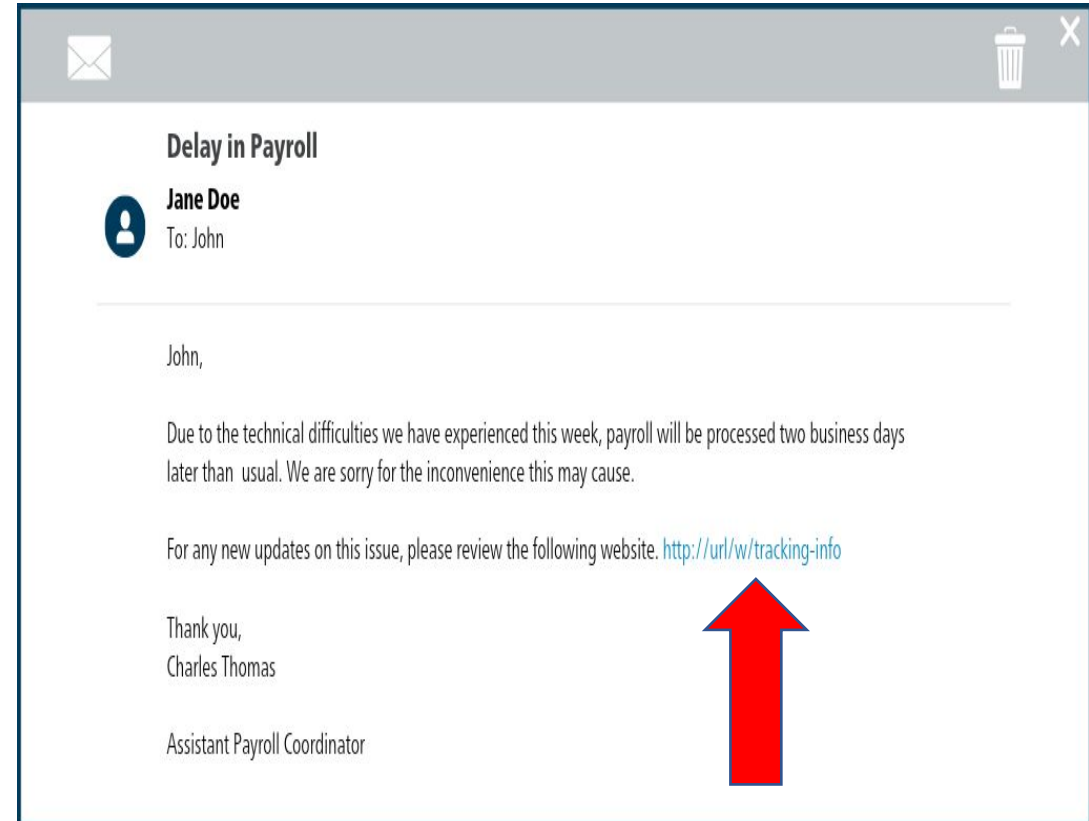
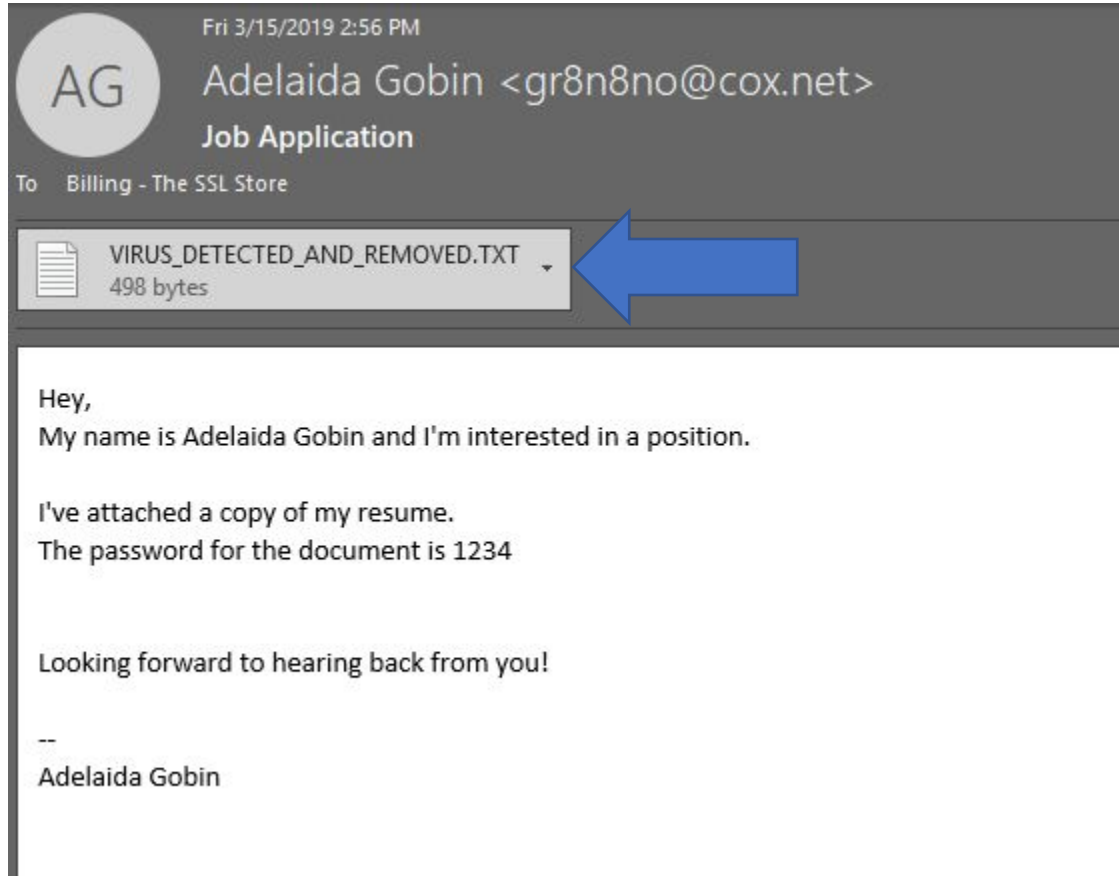
Phishing Emails



Phishing Email Examples



Phishing Email Examples



Prevention is the First (Best) Line of Defense

- Slow Down and Use Common Sense
- Relax and resist your emotions before responding
- If it's too good to be true, it is!
- Remain skeptical
- Be polite, but firm! Scammers know sympathy works

So what is your training program for your staff?



The HIPAA Privacy Rule 2004

Patient PHI may only be used

- *As permitted by HIPAA rules*

OR

- *With patient authorization*

The HIPAA Privacy Rule 2004

Passwords and authentication (“access controls”)

Transmission of ePHI and encryption

Physical security

Integrity of ePHI

Loss of data

Health Data
Privacy



The Hitech Rule of 2009

- Enforcement
- Reporting Requirements
- Penalties for Non-Compliance



At the risk of Stating the Obvious



You are a Physician, not an IT Professional

Who Uses their Cell Phone in Practice?

Text

All of these forms of communication are subject to the HIPPA Privacy, Security and HiTech Rules

ures

Problems Specific to Cell Phones

- Authentication
- Encryption
- Wi-Fi connection
- The "Cloud"

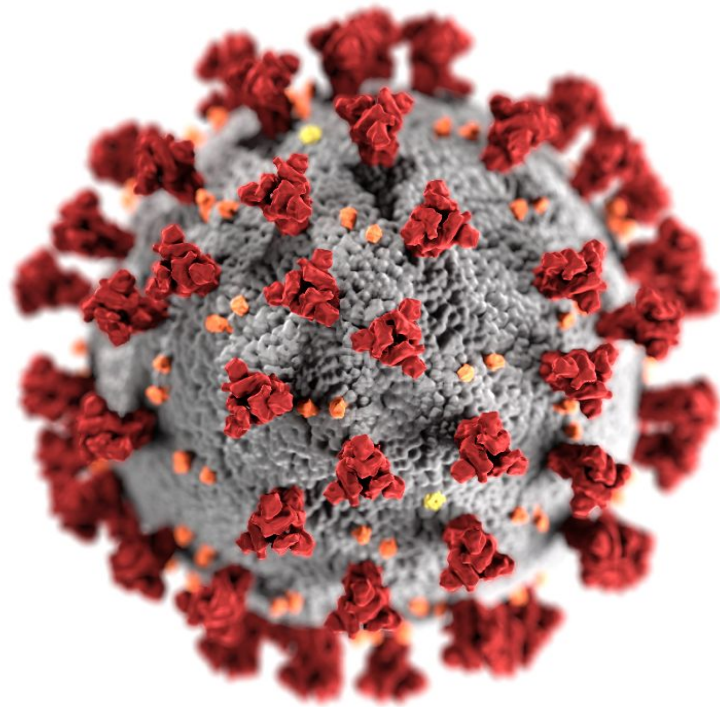


Texting and Email

- SMS Texting is neither HIPAA Compliant nor Secure
 - Secure texting apps now on the market
- Open source email (Gmail, Yahoo, Comcast) is not compliant or secure
 - Secure and compliant email options

But wait...

Didn't we waive HIPAA requirements during COVID-19?



I store my Data in the Cloud – So I'm Good,
Right?



Protected Health
Information is

YOUR DATA DOCTOR!

So, What Does Any of This Matter?

**60% of Small Companies that Suffer a Cyber
Attack are Out of Business
within 6 Months!**

- Cybercrime Magazine 01/24/2019

A Brief Word About Malpractice Concerns with Texting

- Lack of documentation or integration in the patient's file (e.g., texting doctor's orders)
- Was a doctor-patient relationship established?
- Practicing Across State Lines
- Patient's Expecting Immediate Responses
- Casual, non-professional relationship patients
- Patients (or physicians) sending or receiving unintended text messages

It Won't Happen to Me?

“Unencrypted Laptop of A Podiatrist Lost or Stolen”

Source: US Department of Health and Human Services, March 12, 2012

The laptop contained the demographic, clinical and financial information of 1,137 individuals. Breach notification to HHS, affected individuals, and English and Spanish media.

***Estimated as much as \$34,000
in reporting costs and credit monitoring alone***

It Won't Happen to Me?

“Hack of Podiatry Office Puts 40,000 Patient Records and PHI at Risk”

Healthcare Journal IT News, June 6, 2016

***Estimated as much as \$400,000
in reporting costs and credit monitoring alone***

It Won't Happen to Me?

“Ransomware Attack on Podiatry Practice in California – 24,000 Patients”

January 12, 2019

***Estimated as much as \$240,000
in reporting costs and credit monitoring alone***

It Won't Happen to Me?

Ransomware Attack on Podiatrist Office in Georgia **2020**

Paid \$6,000 in Bitcoins, expected to get the security key

But no!

*After the initial payment of \$6,000, they came back and demanded
\$60,000!*

Call to Action...

- Protect Your Network
- Train Your Staff
- Understand HIPAA – it is not voluntary
- Have adequate insurance coverage

It Won't Happen to Me?



Questions?

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