

Notification and Reporting

Caring, compliant communications



Handling notification and calls for hundreds or thousands of victims — and state and federal agencies — can quickly become a project management nightmare, especially for healthcare organizations.

Using an outside vendor such as ID Experts reduces the cost of a data breach by 20%. We can take the headache and hassle out of notification and reporting requirements with:

- Customized patient notification
- Call-center services
- Reporting to state and federal agencies
- Tracking and legal presentment of notification letters
- Coordinating public relations efforts

Customized Patient Notification

Every data breach has a unique set of notification requirements based upon the needs of the affected population, the nature of the breach and characteristics of the breached organization. However, all breach notifications must comply with the HITECH Act and ap-

plicable state laws. Knowing the requirements and understanding the intricacies of the breach determine a successful response. We carefully craft notification letters to the affected individuals that meet all regulatory mandates. We also provide an informative website and call-center services to answer questions and resolve concerns.

Incident-specific Call Center

We set up call-center services dedicated to your particular situation, including support for more than 80 languages and unique populations, such as the critically ill, deceased or disabled. We provide a dedicated toll-free number and easy access to experienced “live” agents, not simply a recorded message. Our call center can process up to 28,000 calls per day, ensuring that we can quickly and

promptly resolve concerns for data breaches of any size.

Regulatory and Attorney General Reporting

ID Experts has worked with the Department of Health and Human Services (HHS) and other regulatory agencies on behalf of numerous clients, so you can be assured of a response that meets federal and state requirements. RADAR, our incident assessment and reporting tool, generates reports for HHS submission directly from the incident data captured. In addition, we provide legally compliant notification to state Attorneys General where the breach population resides.

HHS Office for Civil Rights Investigation Response

The HHS is tasked with investigating all reported data breaches. As part of its investigation, the HHS requires organizations to respond to an extensive data request regarding the incident and their organizational privacy and security policies and procedures.

ABOUT ID EXPERTS

ID Experts is the leader in comprehensive data breach prevention and response, with a focus on full recovery. Founded in 2003, ID Experts has managed hundreds of data breach incidents for leading healthcare organizations, corporations, financial institutions, universities, and government agencies across the United States. We are passionate about protecting the organizations and individuals we serve from the threat of identity crime.



NOTIFICATION AND REPORTING: COMPONENTS AND BENEFITS

Customized Patient Notification	We tailor our notification letters, call-center services and a website to your situation that meet regulatory requirements.
Incident-specific Call Center	ID Experts offers incident-specific call-center services with support for more than 80 languages, communication with unique populations and the ability to process 28,000 calls per day.
Regulatory & Attorney General Reporting	We communicate with federal and state agencies, as well as state Attorneys General on your behalf. Our RADAR tool facilitates compliant communication with the Department of Health and Human Services (HHS).
HHS Office for Civil Rights Investigation Response	ID Experts can help organizations gather the required information, document the breach notification response and provide recommendations on necessary remediation efforts.
Legal and Notification Tracking	We maintain a record of every interaction (written and verbal) with the affected population for 7 years. We ensure correct delivery of notification letters using barcode tracking technology, USPS' NCOA service and LexisNexis address verification.
Crisis Communications	ID Experts helps coordinate PR efforts to ensure a consistent message across all communications outlets.

ID Experts can help organizations gather the required information, document the breach notification response and provide recommendations on necessary remediation efforts.

Legal Presentment and Notification Tracking

ID Experts digitally captures every interaction with the affected population and maintains records of these interactions for 7 years, including phone calls and notification letters. The U.S. Postal Service's NCOA service helps find current mailing addresses, and LexisNexis searches can help locate hard-to-find addresses. We use a barcode tracking system to track each letter to its proper destination.

Crisis Communications

Proper communication with the media is vital to a successful data breach response. ID Experts offer public relations support to ensure a consistent message across all communications outlets — TV, newspapers, the internet and social media.

Our Healthcare Expertise

Healthcare is the industry third most frequently victimized by data breach.

Data breach issues and risks are different in the healthcare sector — the data (both PHI and PII) and victims are diverse, regulations are more complex and financial risks are extreme. ID Experts is trusted by many prominent healthcare providers, payors and other industry participants to provide a full spectrum of data privacy and breach solutions — before, during and after an incident.

ID Experts has the focused expertise to deliver industry-specific products and services that best protect healthcare organizations and the patients they serve. Our certified professionals, industry experience and our focus on "full recovery" help demonstrate your commitment to breach victims firsthand — as well as exhibit credibility and compliance to regulators and other relevant audiences.

With ID Experts as your partner, your organization will minimize the reputational, legal and financial risks of a data breach, and help ensure positive outcomes for everyone involved.

Talk to an expert today:

866.726.4271

info@idexpertscorp.com

"Healthcare and pharmaceuticals suffer the highest customer churn rates post-breach (8% and 7% respectively) — a thoughtful response is essential for maintaining valued customer relationships."

*- 2010 Annual Study:
The Cost of a Data
Breach,*

Ponemon Institute, LLC, March 2011

Visit www.idexpertscorp.com for more information.

