Health Information Privacy Education in Healthcare Organizations

Standards and Guidance from ISO/TC215 – Health Informatics

Deborah K. Green, MBA, RHIA
EVP/Chief Innovation and Global Services Officer
American Health Information Management Association

©2017 AHIMA’s Intellectual Property. All rights reserved.
Learning Objectives

• Participants will become aware of resources for standards on healthcare privacy protection and healthcare privacy training

• Participants will increase awareness of workforce roles in protecting privacy and resources for workforce training

• Participants will gain awareness of the benefits of use of standards for training in privacy practices
Presentation Outline

• Objectives
• Context of Privacy & Security – Information Governance
• Overview of Technical Report from ISO/TC215
• Understanding Information Privacy in Healthcare
  – Information Privacy in Healthcare
  – Privacy Concerns
  – Organizations Privacy Protection Programs
• Information Privacy Education in Healthcare
• Example Content Modules
• Instructional Methods, Delivery Mechanisms and Evaluation
• ISO Standards on Privacy Protection
• Additional Resources
Is there an entity that develops and governs standards worldwide?

ISO – International Organization for Standardization

Worldwide federation of national standards bodies

Standards work carried out through Technical Committees (TCs)
ISO – TC/215

US National Standards body is ANSI, American National Standards Institute

Health Informatics Standards – ISO/TC215 is led by United States

AHIMA has served as the ANSI Designated Secretariat to ISO/TC 215, Health Informatics Standards since 2011

In that role AHIMA also administers the US Technical Advisory Group (USTAG) to ISO/TC215
ISO/TR 18638

Health Informatics - **Guidance** on health information privacy education in healthcare organizations. This guidance is based on ISO/TC215 Standards on Privacy Protection.

https://www.iso.org/standard/63100.html
Understanding Information Privacy in Healthcare

• Information Privacy in Healthcare
  – Personal health information and privacy
    – Patient’s rights on personal health information privacy

• Privacy Concerns in the digital age
Understanding Information Privacy in Healthcare

• Organization’s Privacy Protection Program
  – Policies and practices to protect health information
  – Roles of workforce in protecting information privacy
  – Patient’s education in protecting information privacy
Information Privacy Education in Healthcare

• General Concepts
• Target Audience of the Privacy Education
• Competencies, Educational Objectives and Content
Examples of Content Modules

- Introduction to information privacy, confidentiality, and security in healthcare
- International guidelines and principles for privacy protection
- National legislation, regulation and policies for privacy protection
- Administrative policies for privacy protection
- Technical and physical safeguards for protecting privacy
Instruction and Methods

• Instructors
• Instructional methods and delivery mechanisms
• Delivering training
  – Orientation and on-boarding
  – Continuing education
  – Education of patients
• Evaluation Methods
Annexes A – E

• A – ISO/TC215 Health Informatics: List of standards on privacy protection
• B - Setting of Learning Objectives
• C - Level of learning objectives (awareness levels) by topic and role
• D - Educational Methods
• E - Use of Quizzes & Example
Privacy & Security within An IG Framework

The 10 Organizational Competencies of AHIMA’s Information Governance Adoption Model for HealthCare (IGAM)
US – HHS...
Information Governance is Imperative

US-Health & Human Services (HHS) Taskforce on Cybersecurity - #1 Imperative: Cybersecurity must be a component of and supported by Organization’s Information Governance Program
Data Breaches – around the Globe Study
Ponemon Institute 2017 Study

Per 2017 Cost of Data Breach Study

- ME 2\textsuperscript{nd} in total compromised records – 33,125 (above US, behind India)
- Global average 24,089
- ME 2\textsuperscript{nd} in total costs of breaches (behind US)
- 4 year total ave cost (US$) $4.12M
- 2017 total cost (US$) $4.94M
Discussion:

Will awareness of Privacy Protection standards and guidance help you deal with privacy protection challenges in your organization?
Thank You!