

# Secure Office Systems for Privacy Compliance



Data and Network Security  
For Healthcare and Related Industries



# Privacy Legislation Drives the Demand for Secure Office Systems

Financial Market ➡ Gramm-Leach-Bliley

Healthcare Market ➡ HIPAA

Both acts contain privacy and security provisions





# What is HIPAA?

- The Health Insurance Portability and Accountability Act of 1996
- Improves portability and continuity of health insurance coverage in the group and individual markets
- Combats waste, fraud, and abuse in health insurance and health care delivery
- ➡ ■ Contains provisions to protect the Privacy of Individually Identifiable Health Information





# Privacy and Security Standards

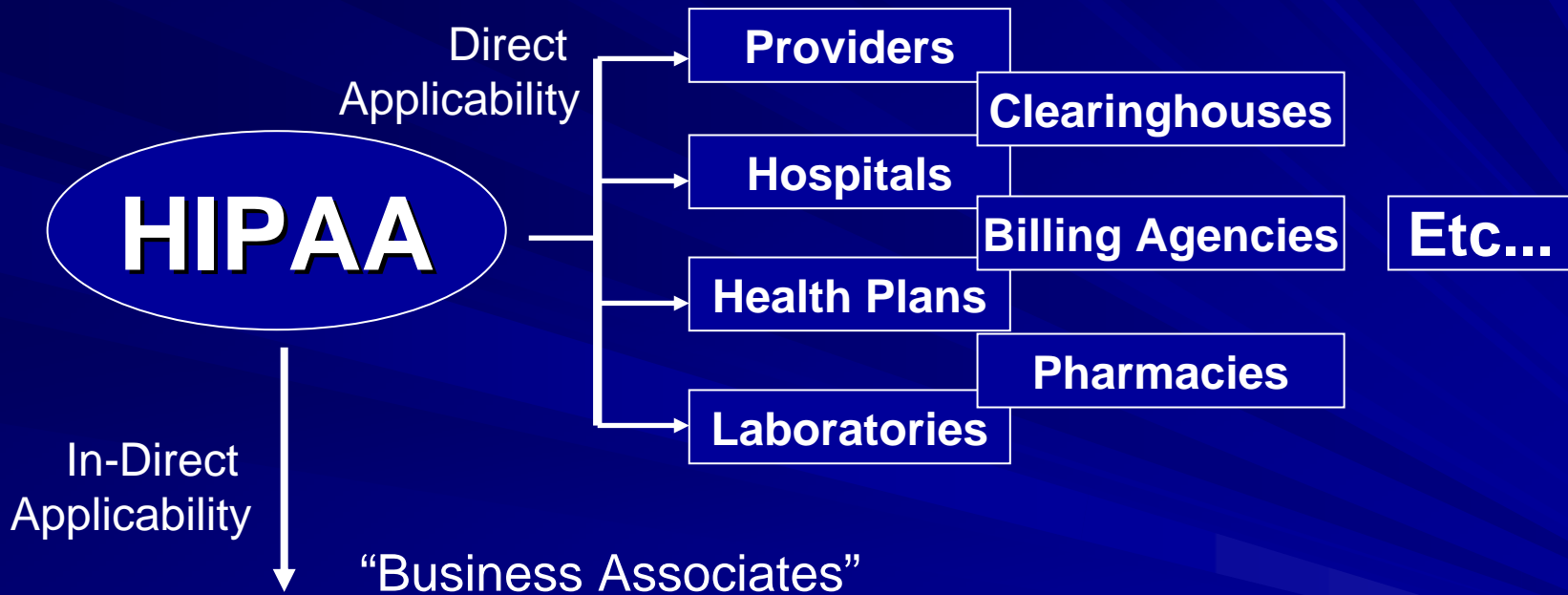
- **Privacy** - defines who is authorized to access information and includes the right of individuals to keep info about themselves from being disclosed.
- **Security** - defines the ability to control & log access and protect information from accidental or intentional disclosure to unauthorized persons and from alteration, destruction or loss.





# Who is Affected by HIPAA?

“Covered Entities”



All organizations that exchange data with those directly covered under HIPAA





# Covered Entities:

- Medical Providers
- Medical Intermediaries (Billing & Collections)
- Medical Purchasers
- Medical Insurers
- Hospitals
- Chain Pharmacies
- Physicians
- Labs
- Group Practices
- Nursing Homes
- Other Providers and Support Staff
- Pharmaceutical Clinical Trial
- **Any person, group or organization** that has access to personal health information





# Minimum Necessary vs. Need to Know

- The Privacy regulations require Covered Entities to make reasonable efforts to use and disclose only the “minimum necessary” Patient Health Information to accomplish the stated purpose (excluding treatment)
- The Security regulations require “need-to-know” procedures which can be technologically implemented (role based access controls)





# Time Line for Compliance

Privacy Rule                      April 14, 2003  
(privacy protections must be in place)

Security Rule                      April 21, 2005  
(any current purchases/leases should include Sharp  
Security features **now** to comply with security deadline)





# The Risk to Privacy Compliance

Digital Copiers Store  
*Thousands* of Records



At the end of a copier's lease period, thousands of records retained on the hard drive can fall into the wrong hands...this poses a privacy compliance risk





# Associated Issues of Non-Compliance

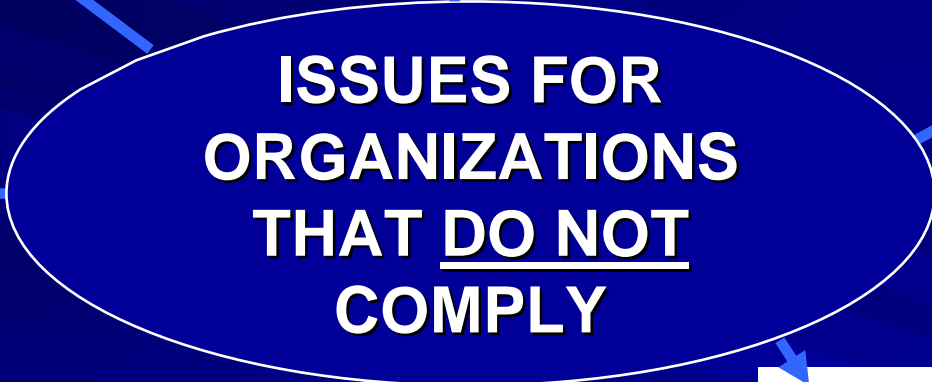
**Loss of Accreditation**  
(JCAHO, NCQA, etc.)

Joint Commission on Accreditation of Healthcare Organizations

National Committee for Quality Assurance

**Increased operating costs**

**Financial penalties**



**Civil Litigation**

**Increased capital costs associated with "late" compliance efforts**

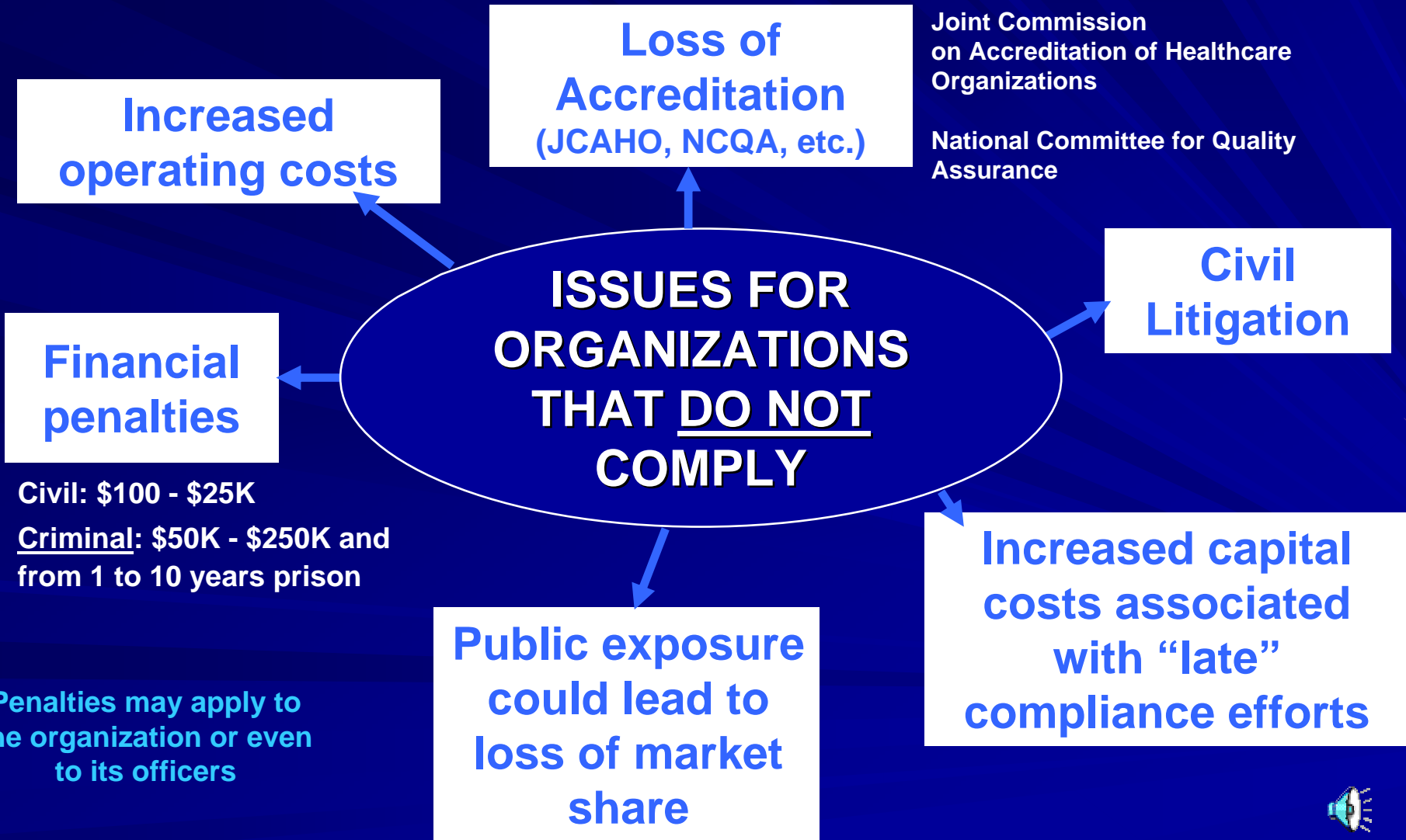
**Public exposure could lead to loss of market share**

- Civil: \$100 - \$25K
- Criminal: \$50K - \$250K and from 1 to 10 years prison

Penalties may apply to the organization or even to its officers



# Associated Issues of Non-Compliance





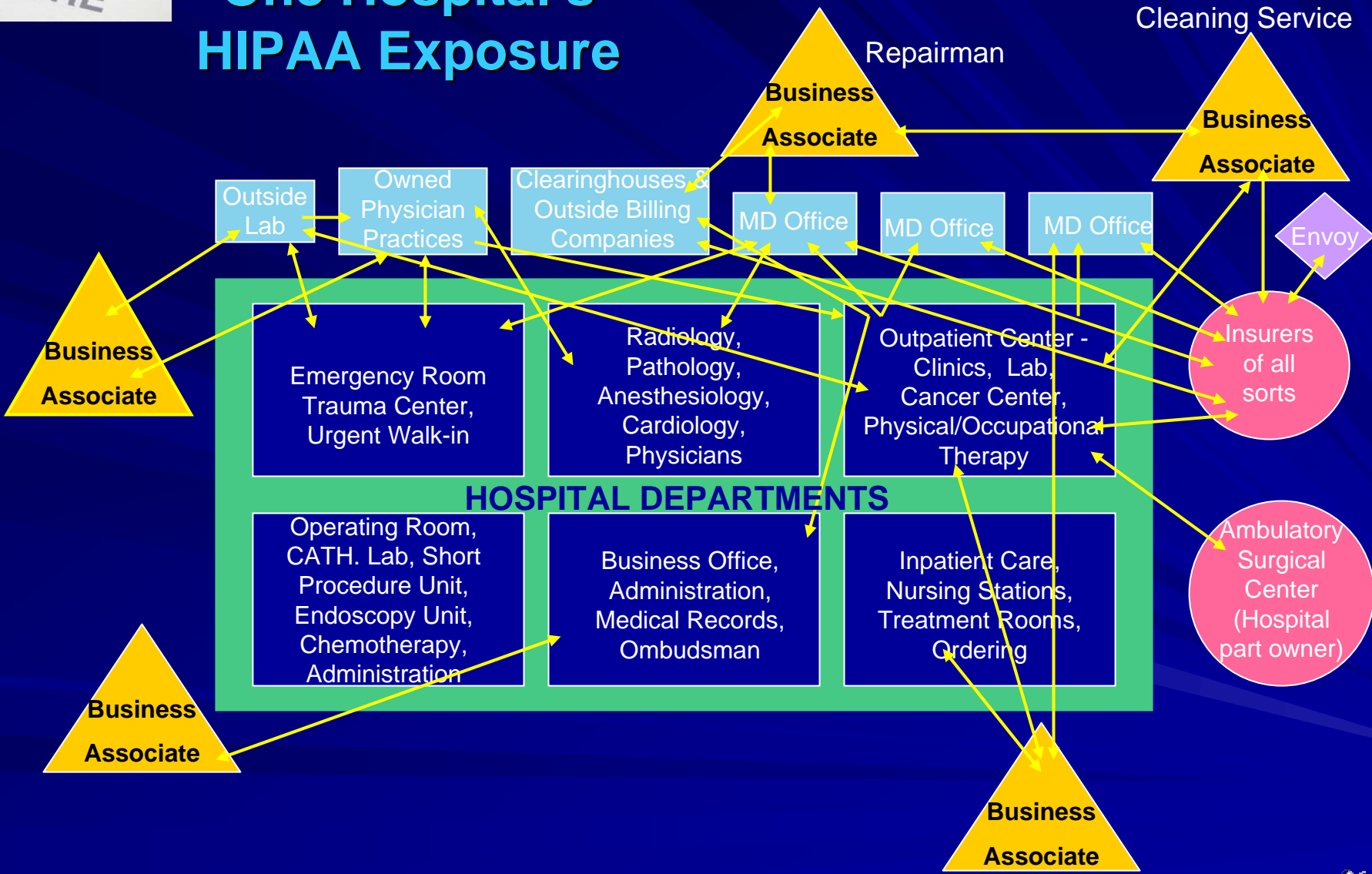
# Privacy Conformance Steps

- ✓ Appoint a Privacy Officer
- ✓ Perform a Gap Analysis
- ✓ Modify Contracts
- ✓ Design Forms
- ✓ Develop Policies & Procedures
- ✓ Institute a Training Program
- ? Implement a Secure IT Infrastructure...*including your office equipment*





# One Hospital's HIPAA Exposure





# HIPAA Offers Opportunity for Secure MFPs

## ■ The Healthcare Market

- Is mandated to change
- The implementation process has started
- Privacy Violations can be fined NOW
- The threats of civil lawsuits are even more pressing
- Customers are receptive to help
- HDD/Memory Exposure could be serious

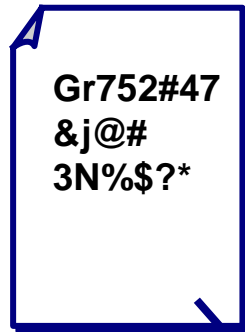




# Sharp Security Solution

## Electronic Data Disclosure Prevention

Copy/Print Data



Data is erased every time copy/print job is completed. "Clear all memory" mode enables MFP to erase all data area when MFP is turned on.

**Encryption**

**Data Clear**



**HDD**



HDD, RAM, FAX Flash memory are erased



**Volatile Memory**





# Common Criteria Validated Data Security Kit

- What is the importance of Common Criteria?
  - Security claims validated by the National Security Agency
  - Difficult to attain
  - Sharp is on its **Second Generation**
  - Proven success in government/military applications



- Data Encryption

- 128 bit encryption
- Hard Drive, RAM or ROM for print, copy, scan, or fax

- Data Overwrite

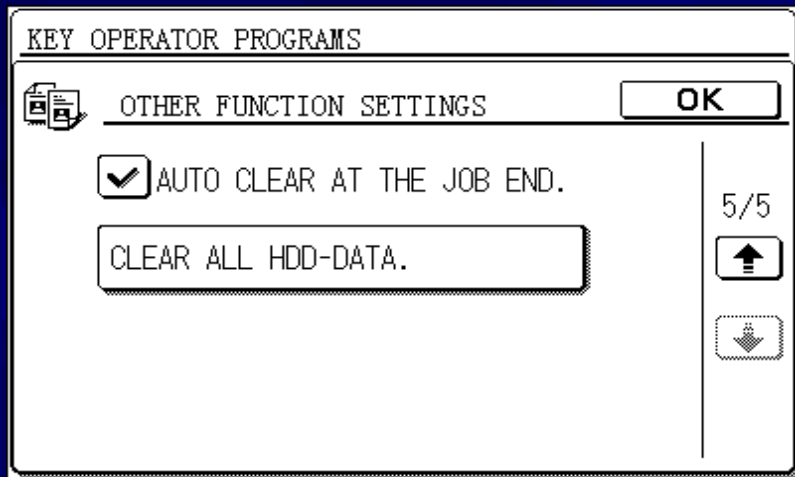
- Random numbers overwrite (up to **Seven Times**) the information written to memory when a document is printed, copied, scanned or faxed
- Hard disk overwrite for print, copy and scan functions
- RAM overwrite for print, copy and scan functions





# User Notification

## Manual Mode



Message displayed at the completion of each job indication that the memory has been cleared

## Auto Mode





# Sharp offers “End-to-End” Security

## ■ Confidential Printing

- Print is made while author is present
- Minimizes the risk of secure documents being removed from the paper tray

## ■ Audit Trail

- Allow network administrators to monitor all print, copy and scan activity
- Provide a comprehensive audit trail that can track network activity by user
- Track every page that is printed and copied





# Sharp offers “End-to-End” Security

## ■ Secure Network Interface

- MFPs have network-accessible web administration pages
- IP Filtering and MAC Address Filtering allow administrators to restrict user access, disable protocols and disable ports





# Who's Involved in the Decision Process

## Key Messages:

Security technology  
Privacy compliance



- Privacy Compliance/Security Officer
- Health Information Manager/  
Health Records Manager

HP Compatibility  
System Compatibility



- IT Manager

Equipment/Operation  
Cost  
Service response



- Purchasing





# Sales Approach & Discussion

- Arrange a meeting with the key decision makers *including the Privacy Officer*
- Create awareness of the current risks
  - Current digital copiers are not secure
  - Digital Printers have the same issue
    - Costs per page are lower with Sharp
  - Networked machines are at risk from hackers
- Discuss the secure feature set of the IMAGER™
- Install a Trial Unit including:
  - Data Security Kit
  - Secure Network Interface Card (insure the correct configuration)

