

FAIRWARNING®



CUSTOMER SUCCESS STORY

FairWarning® Patient Privacy Monitoring at Baptist Health Care

Overview

Baptist Health Care is a community owned, not-for-profit health care organization committed to improving the quality of life for people and communities in northwest Florida and south Alabama. A 2003 Malcolm Baldrige recipient, Baptist continuously strives to be a national leader in quality and service. Baptist Health Care includes four hospitals, two medical parks, Baptist Manor, Baptist Leadership Group, Andrews Institute for Orthopaedic & Sports Medicine, Lakeview Center, Baptist Medical Group and Cardiology Consultants. With more than 6,000 employees and employed physicians, Baptist Health Care is the largest non-governmental employer in northwest Florida. As a community owned care provider, Baptist strives to provide the highest level of care in an ethical manner incorporating technology and innovation.

By 2011, Baptist Health Care was using more than 200 different Electronic Health Records (EHRs) and health care applications from hospital-wide software to department-specific solutions. With so many disparate systems, keeping up with the HIPAA Security Rule's requirement for regular review of application audit logs was becoming a challenge.

Challenges

When patients had concerns about confidentiality and who had been viewing their records, the Privacy office was not able to provide a comprehensive access report. Only one application had a usable audit log, and other applications were unable to produce an audit log at all (prior to Meaningful Use certification requirements taking effect). The team at Baptist Health Care was struggling to work with application vendors to enable auditing and access the logs in a usable format without unreasonable delays.

For a time, while the health care industry as a whole was struggling with the same audit log challenges, Baptist felt that there were few options for improving auditing. However, over a period of several years, staff at Baptist began hearing more about FairWarning® and its automated monitoring capabilities. At industry events, other health systems would discuss FairWarning®, and it was clear that the dream of auditing across applications was now a reality, and that utilizing a proactive monitoring solution was becoming the industry standard.

Organization

- Founded in 1951
- Four hospitals
- Two medical parks
- Range of specialty service locations
- Network of physician offices
- More than 6,000 employees

Health Information Systems

- Lawson HR
- McKesson HealthQuest
- McKesson Horizon Patient Folder
- McKesson Horizon Physician's Portal
- NextGen Enterprise Practice Management
- Unicare Profiler

Interviewees

- **Jim Donaldson**, director of corporate compliance, privacy and information security officer
- **Ellen Melton**, security and compliance manager

Solution

As a health care system with more than half a billion dollars in annual revenue, compliance staff at Baptist did not want to fall behind in best practices for HIPAA compliance. In addition, more privacy breaches committed by employees were hitting the media. Increasingly, other healthcare systems were able to address these types of breaches using FairWarning®. With the rise in attention to misuse of access to EHRs, and ongoing praise for FairWarning® from its peers, Baptist Health Care made implementation of FairWarning® a priority in mid 2011.

As a large McKesson customer, Baptist wanted to ensure that FairWarning® would be able to successfully interface with McKesson application teams to produce the necessary audit logs. Through the FairWarning® Ready for Healthcare Applications program, FairWarning® partners with vendors to provide certified compatibility with application audit logs. As a FairWarning® Ready for Healthcare Applications Premier partner with more than 40 certified applications, McKesson was able to work very closely with the FairWarning® team, ensuring a smooth implementation process.

Implementation Experience

The team at Baptist Health Care approached implementation in a very methodical way, taking the time to understand exactly what audit data was needed and what was available in each application prior to implementing. They knew going in that managing user IDs across applications was very challenging, and that there was no way to easily identify which employee matched which user ID. This presented problems in tracking user activity across applications, and also in effectively filtering results. They ultimately elected to standardize user IDs using the employee number issued by the Lawson human resources system, allowing for consolidated reporting on user activity across applications.

The first application audit log loaded into FairWarning® was NextGen Enterprise Practice Management. At the same time, the team began sending Lawson HR data into FairWarning®. By appending authoritative user data from the HR system, such as user department, manager, and address, to the audit log data Baptist was able to perform advanced filtering, minimizing false positives and ensuring that they were being alerted about valid potential privacy incidents.

The next application added to FairWarning® was McKesson HealthQuest. While in the process of building the audit logs from HealthQuest, the team realized that it was necessary to begin with the types of activities to be monitored. By first determining what to monitor, they could easily identify which fields were needed. For example, HealthQuest offers a variety of indicator fields for sensitive matters, such as a VIP patient or a crime victim, and these fields were necessary to enable advanced monitoring capabilities.



“Baptist Health Care Corporation has selected FairWarning® to simplify our privacy auditing across a variety of applications. The FairWarning® team has provided excellent support from the minute the implementation began. Our organization is proud to work with a vendor that constantly improves their product functionality in this time of increased regulatory scrutiny.”

- Jim Donaldson, director of corporate compliance

Awards

- Baptist Hospital was the first and only hospital in the region to receive the American College of Cardiology Foundation’s Platinum Performance Achievement Award for sustaining high standards and excellence in cardiovascular care. (10/2012)
- Baptist Hospital was recognized by VHA Inc. among 28 hospitals who were recipients of the Leadership Award for Clinical Excellence Award. The hospitals achieved top performance on core measures and patients satisfaction (HCAPHS) scores nationally. (7/2012)
- Baptist Hospital Inc. and Gulf Breeze Hospital were recognized for care processes linked to positive patient outcomes. The two BHC facilities were recognized by The Joint Commission on its recently released 2011 list of Top Performers in Key Quality Measures™. (2012)

Results

Through the thoughtful implementation of patient privacy monitoring, Baptist Health Care has ensured that their FairWarning® solution is alerting them to specific, actionable incidents with minimal false positives. The team is getting daily alerts regarding a variety of potential privacy incidents, including:

- Self-examination
- Employee-as-patient snooping
- VIP snooping

During the initial roll-out, communications to staff members began to raise awareness about patient privacy monitoring. Alongside an education campaign, the awareness efforts have spurred conversations and increased the urgency of protecting patient privacy. The combination of increased awareness and effective patient privacy monitoring is the most effective way to reduce inappropriate access.

In addition, Baptist Health Care is confident that they are protected from both current and upcoming threats to patient privacy. On an ongoing basis, the FairWarning® patient privacy analytics library is updated to include new patterns which may indicate illegal uses such as identity theft, fraud and other abuse.

Baptist Health Care is also one of the early members of a regional Health Information Exchange (HIE) that includes other local providers as well as a U.S. Navy base. Going forward, Baptist Health Care plans to use FairWarning® to ensure the security and privacy of their patient data across the HIE.



About FairWarning®

FairWarning® invented and is the global leader in patient privacy monitoring solutions which guard against abuse of patient information in Electronic Health Records (EHRs) and Health Information Exchanges (HIEs), enabling care providers to confidently connect physicians, clinics, patients and affiliates.

FairWarning®'s patient privacy monitoring solutions are compatible with healthcare applications from every major vendor, and available as either on-premise or software-as-a-service with managed services available to complement existing resources.

Customers consider FairWarning® solutions essential for compliance with healthcare privacy regulations such as ARRA HITECH privacy and meaningful use criteria, HIPAA, EU Data Protection, UK Freedom of Information Act, California SB 541 and AB 211, Texas HB 300, Massachusetts 201 CMR 17.00 and Canadian provincial healthcare privacy law.



Solutions@FairWarning.com
www.FairWarning.com

North America Headquarters

13535 Feather Sound Drive,
Suite 600
Clearwater, Florida 33762 USA
1-727-576-6700

United Kingdom & Europe

Oxford House, Campus Six
Caxton Way, Stevenage
Herts SG1 2XD
+44 0800 047 0933

