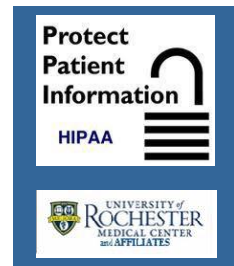


HIPAA HIGHLIGHTS

January 2023



II CARE...About the Privacy and Security of our Patients' Health Information

We've made remarkable strides toward building a patient- and family-centered culture here at URMCA and Affiliates. A big part of our success in partnering with our patients to deliver great care can be attributed to our winning and keeping their trust. After all, patients will only share sensitive personal information if they believe we're absolutely committed to keeping it confidential. This means we only access clinical information when it's essential for their care or conducting URMCA and Affiliates business. It means we use electronic systems like eRecord responsibly, and are vigilant about making sure "work stays at work."

Let's see how we can apply the **II CARE** values to our handling of protected health information (PHI).

Inclusion— I will embrace diversity, be an ally for others, and acknowledge that everyone has their own story.

- Know how to help patients and their authorized representatives exercise their rights to access their medical record and request changes to it. Health Information Management Request Forms

Integrity— I will be honest, ethical, and act in a fair and trustworthy manner.

- Access only the information needed to perform my job responsibilities.
- Report any potential privacy or security breaches to my supervisor or the Integrity Helpline at (585) 756-8888.

Compassion— I will act with kindness, show empathy, and be responsive to individual needs

- Recognize that the concern I feel for patients is not a legitimate reason to access their information once it is no longer needed to perform my job responsibilities.
- Job-related access to medical information will not be used to "check-up" on family, friends or co-workers out of concern or curiosity.

Accountability— I will lead by example, take responsibility for my actions, and support the efforts of my team.

- Protect my password and log off or lock the computer when I walk away, understanding that I am accountable for any access under my user name and password.
- Access or release only the information needed for the identified purpose.

Respect— I will be open and accepting of others' perspectives, and treat each person with dignity and cultural sensitivity.

- Check with patients before discussing their care with family members or friends.
- Understand patients' right to the privacy and security of their health information and not post identifiable information, including patient photos, on social media or discuss patients outside of work.

Excellence— I will advance personal and team goals, seek innovative approaches, be Ever Better – Meliora

- Always use two identifiers when distributing documents containing PHI.
- Always use appropriate safeguards when emailing and faxing PHI.
- Ensure portable devices such as laptops, tablets and smartphones used for storing PHI are encrypted.
- Ensure PHI is disposed of properly.

If you have any questions, please contact your [Privacy Officer](#) or [HIPAA Security Official](#) or refer to the URMCA intranet site at <http://sites.mc.rochester.edu/departments/hipaa/>.