

**Webinar Title:** HIPAA Success Blueprint 2025: Secure Your Practice, Protect Patient Privacy, and Stay Ahead of the Curve!

**Duration:** 3 Hours

**Webinar Objective:**

Provide healthcare professionals, including providers, with an in-depth understanding of HIPAA compliance, focusing on the new 2025 regulations. Attendees will learn effective HIPAA practices, maintain compliance, and understand critical updates to avoid significant fines.

**Webinar Outline:**

**Speaker Dr. Perry Barnhill - Hour 1: Introduction to HIPAA Compliance**

**1. Common Falsehoods About HIPAA**

- Dispelling Myths Surrounding HIPAA Compliance
- Common Misconceptions Among Providers
- The Impact of Misinformation on Patient Privacy and Practice Compliance

**1. Overview of HIPAA**

- History and Purpose of HIPAA
- HIPAA's Role in Protecting Patient Data
- The Importance of Compliance for Small Practices

**1. Key Components of HIPAA**

- Privacy Rule: Patient Rights and Information Access
- Security Rule: Safeguarding Electronic Protected Health Information (ePHI)
- Breach Notification Rule: Responding to Data Breaches

**1. Consequences of Non-Compliance**

- Overview of Penalties and Fines
- Real-World Examples of HIPAA Violations and Their Impact

**Speaker Dr. Perry Barnhill - Hour 2: Implementing and Maintaining Compliance**

**1. Developing a Defensible HIPAA Policy and Procedure Manual**

- Essential Policies for HIPAA Compliance
- Customizing Your Manual for Your Practice

**1. HIPAA Risk Management Strategies**

- Conducting Risk Assessments and Addressing Vulnerabilities
- Tools and Templates for Effective Risk Management

## 1. Training Your Team for Success

- Engaging Staff in Annual and Ongoing HIPAA Training
- The Importance of Monthly HIPAA Training and Security Checks
- Creating a Culture of Compliance within Your Practice

## 1. Breach Response and Incident Management

- Steps to Take in Case of a Data Breach

## 1. Q&A and Case Studies

- Interactive Discussion on Common Compliance Scenarios
- Reviewing Case Studies for Practical Insights

## Speaker Dr. Julie McLaughlin - Hour 3: The New 2025 HIPAA Rules

### 1. Introduction to the 2025 HIPAA Regulations

- Background and Motivation Behind the Updates

### 1. The Seven New HIPAA Rules for 2025

- **Rule 1: Expanded Patient Rights for Access to Health Information**
  - Patients now have enhanced rights to access their health information, including the ability to inspect and photograph their medical records in person.
  - The maximum response time for fulfilling access requests has been reduced from 30 days to 15 days, promoting faster, more patient-centric access.
- **Rule 2: Updates to the Breach Notification Rule**
  - The timeframe for notifying affected individuals and the Department of Health and Human Services (HHS) of data breaches involving PHI has been reduced.
  - This change aims for prompt action and greater transparency when data breaches occur.
- **Rule 3: Enhanced Reproductive Healthcare Privacy Protections**
  - New protections broaden the definition of reproductive health care to include contraception, fertility treatment, miscarriage care, and terminations.
  - These protections ensure sensitive reproductive health information is not used in out-of-state legal proceedings.
  - Unauthorized disclosures of reproductive healthcare data will be treated as notifiable breaches under HIPAA.
- **Rule 4: Enhanced Security Risk Assessment Requirements**
  - Covered entities and business associates must conduct more frequent and comprehensive security risk assessments.

- This proactive approach ensures vulnerabilities are identified and appropriate steps are taken to protect PHI against emerging threats.
  - **Rule 5: Strengthened Data Encryption Standards**
    - Emphasizes more robust encryption for both data at rest and in transit to address growing cyber threats in healthcare.
    - Ensures stronger protection of sensitive healthcare data from unauthorized access.
    - Requires de-identification of data wherever possible to minimize risks.
  - **Rule 6: Guidance on Third-Party Website Tracking**
    - Covered entities must assess the risks associated with third-party tracking tools (e.g., cookies, pixels) used on healthcare websites.
    - Introduces requirements to update privacy policies, implement consent management tools, and ensure that shared PHI complies with new standards to prevent unauthorized disclosures.
  - **Rule 7: Regulations on AI and Machine Learning**
    - New guidelines regulate how AI and machine learning technologies handle PHI.
    - Requires safeguards to ensure that AI usage does not compromise patient privacy and confidentiality.
    - AI systems must adhere to specific limitations, such as not accessing PHI directly without appropriate de-identification and control measures.
1. **How These Changes Impact Providers**
- Practical Application of the New Rules in Daily Operations

### **Learning Outcomes:**

- Attendees will understand the new 2025 HIPAA rules and how they impact small healthcare practices.
- Participants will learn why having and continuously maintaining a comprehensive HIPAA compliance manual is essential.
- Attendees will understand how to conduct effective risk assessments and implement staff training for compliance.

### **Assessment and Evaluation:**

- **Knowledge Check Quiz:** Questions to assess understanding of key HIPAA components and new 2025 rules.