

ENCOURAGING AND REINFORCING PATIENT PRIVACY IS EVERYONE'S RESPONSIBILITY

Do you have a responsibility to ensure patient privacy at UC Davis Health? Hopefully, your immediate response was a confident and enthusiastic “Yes!” From the time of hire as a new employee, employees learn about our Privacy Program. In addition, on an annual basis all employees must take Privacy and Security training in the online learning management system (LMS).



This training module assists employees in their understanding of state privacy laws and the Health Insurance Portability and Accountability Act (HIPAA) which requires us to ensure our workforce understands the importance of complying with these laws and the consequences of failing to do so. This training provides foundational awareness of the importance of your role and your responsibilities in securing our patients' medical information. In addition to training, promoting a culture of privacy at UCDH is essential to safeguarding our patients' personal information.

How do we build that culture within our departments? Working within a healthcare environment requires us to interact with sensitive Protected Health Information (PHI) on a daily basis. Together, we can accomplish a culture of privacy within our departments by encouraging, reinforcing, and discussing compliant behaviors such as:

- Never sharing or using another employee's password;
- Properly logging out of your workstation, especially if you use a shared workspace;
- Using the minimum necessary information when discussing or accessing patient information;
- Utilizing secure Shred-it bins when disposing of PHI;
- Properly securing devices that contain sensitive information; and
- Ensuring all access to PHI is for the purpose of performing your assigned work-related tasks associated with the treatment, payment for treatment, or healthcare operations related to the patient in question.

We encourage consistent discussions and reminders that reinforce these behaviors in your department. It is important that all staff understand the need to report potential privacy violations immediately. While we aim to mitigate any privacy concerns through training and creating a work environment that fosters a culture of privacy, we do have appropriate internal steps to address privacy concerns when they arise.

What are the consequences of noncompliance? When privacy concerns are raised to our office, we review and investigate these concerns. When conducting investigations into potentially unauthorized access to or a breach of a patient's medical information, we are often given these common reasons for the access or breach:

- “I was bored;”
- “My coworker asked me to access the record even though I am not directly involved in their care;”
- “I used it to obtain the contact information of someone I know;”
- “I did not know that it was against policy to look up my family members' records;” or
- “I thought I could look at my own record.”

These explanations typically accompany findings of policy or privacy violations. Such findings may adversely impact your employment via the resulting corrective action, up to, and including termination. Furthermore, both you and UC Davis Health can potentially be fined for breaches of patient privacy. For supervisors, identified privacy concerns within your area should prompt reeducation efforts within your unit, not just for an employee deemed responsible for an incident, but for staff broadly. This helps to reinforce a culture of patient privacy in the workplace and identify areas of future improvement.

THE IMPORTANCE OF USING ONLY APPROVED APPLICATIONS FOR WORK PURPOSES



At UC Davis Health, the need to effectively meet University goals is enhanced by the use of technology in the form of digital systems, tools, and applications. While the availability of a diverse range of technology can enhance productivity and efficiency, it also poses significant risks to the University, patients, and the workforce if improperly utilized. Ensuring that you, the workforce, use only approved applications for work purposes is crucial for maintaining security and privacy, compliance, and overall organizational productivity.

Enhancing Security and Privacy

Only enterprise-approved applications must be used. One of the primary reasons for this is to enhance the security and privacy of data. Approved applications have undergone rigorous vetting processes to identify and mitigate potential security vulnerabilities. This vetting process helps protect UC Davis Health from various cyber threats, such as malware, phishing attacks, and data breaches. By limiting technology use to only those that are approved, UC Davis Health can ensure that all data is managed within secure environments, reducing the risk of unauthorized access and data events.

Ensuring Compliance

As a regulated entity, UC Davis Health must adhere to many different sets of regulations and laws, such as the Health Insurance Portability and Accountability Act (HIPAA), the Confidentiality of Medical Information Act (CMIA), and the Information Practices Act (IPA), amongst others. These rules impose strict requirements on how data is managed and protected. Approved technology is chosen based on its ability to meet these varied regulatory standards. Using only approved technology ensures that UC Davis Health remains compliant with applicable laws and regulations, thereby at a minimum avoiding aggrieved patients, reputational harm, hefty fines, and legal consequences.

Promoting Productivity

While security and compliance are critical, using approved applications also promotes productivity. Standardizing the technology used at UC Davis Health reduces potential compatibility issues and ensures workflows make sense. You can collaborate more effectively when using the same set of tools, which are often integrated with other systems at UC Davis Health. Moreover, Innovation Technology (IT) teams can provide better support and maintenance for a standardized set of applications, leading to quicker resolution of issues and minimizing downtime.

Conclusion

In conclusion, the use of only approved technology for work purposes is vital at UC Davis Health. Doing so safeguards against security threats, ensures compliance with regulatory and legal requirements, and enhances overall productivity. This approach not only protects UC Davis Health assets but also supports a streamlined workflow, ultimately contributing to organizational success.

