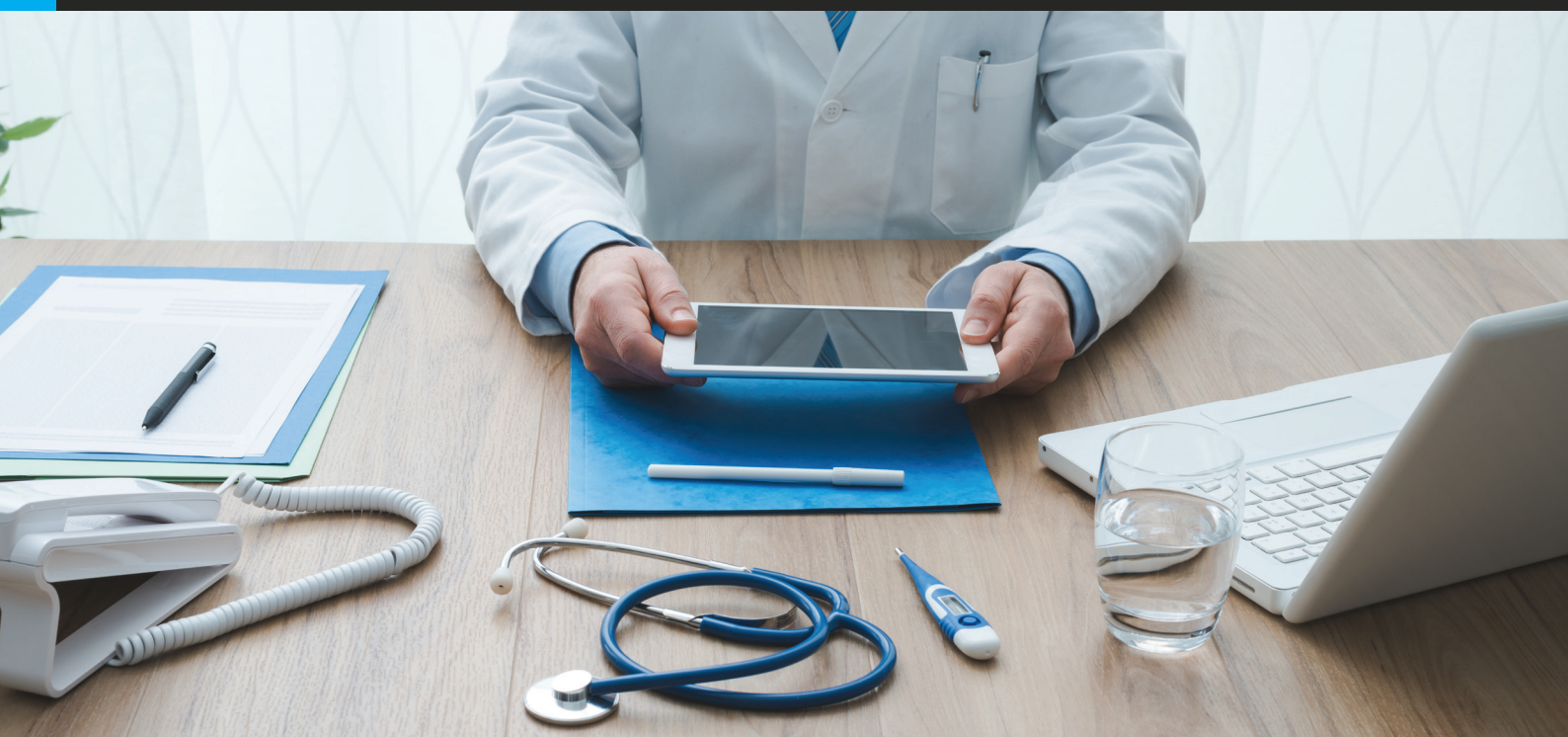


Breach Secure Now

What Is **HIPAA?**



Questions? Want to learn more?

Email: info@breachsecurenow.com
Phone: (877) 275-4545

Who Needs to Comply with HIPAA?

Both Covered Entities (CE) and Business Associates (BA) are required to protect ePHI and thus, must comply with HIPAA.

Covered Entity (CE)

A Covered Entity is any organization or individual that directly handles protected health information (PHI).

Common examples include:

- Hospitals
- Physicians' offices
- Health insurance providers
- And Pharmacies

Business Associate (BA)

A Business Associate is an organization or individual that performs services for a Covered Entity that may involve gaining access to protected health information (PHI). Common examples include:

- Billing companies
- Cloud providers such as Amazon, Microsoft or Google
- A CPA firm
- An IT/MSP company

If you're an MSP/MSSP that supports a healthcare provider and you may play a role in supporting backups, remoting into the client's EMR (Electronic Medical Record system) or handling device disposal, you would be considered a BA and must comply with HIPAA just the same as your healthcare client.

Breach Secure Now Partners can upgrade their Breach Prevention Platform (BPP) account that is included in the partner subscription to a HIPAA BPP via our HIPAA Compliance Partner Program for just \$30/mo. For more information on how your MSP/MSSP can work towards HIPAA compliance with Breach Secure Now, contact us today.



What are HIPAA and PHI?

HIPAA Stands for the Health Insurance Portability and Accountability Act. Yes, HIPAA not HIPPA – a common misspelling.

HIPAA was created to provide standards for protecting the sensitive information pertaining to a patient's health and medical records.

PHI stands for Protected Health Information and ePHI is electronic Protected Health Information. Examples of PHI and ePHI include Names, birthdates, Social Security numbers, account numbers, email addresses and more.

The HIPAA Security Rule is focused on the protection of patient information in these many forms.

What Makes HIPAA Different?

ePHI is worth a lot.
Plain and simple.

When discussing HIPAA compliance with some of your healthcare clients you may be faced with the question of “who cares!?”. Many organizations, even in the healthcare space, don’t realize the value of medical data in comparison to other sensitive data.

Given that the value of PHI is significantly higher than non-medical data, HIPAA sets a higher standard for these protection requirements and the fines and penalties for violations and breaches are much steeper.

Cybercriminals are aware of this value and are targeting healthcare organizations and their business associates - and it’s not just large organizations they are after.

Security Risk Analysis

Why are they so important?

Completing a risk analysis is one of the first requirements in the HIPAA Security Rule. Below is an excerpt from Health and Human Services (HHS – who govern HIPAA) outlining the requirement:

“RISK ANALYSIS (R) - § 164.308(a)(1)(ii)(A) The Risk Analysis implementation specification requires covered entities to: “Conduct an accurate and thorough assessment of the potential risks and vulnerabilities to the confidentiality, integrity, and availability of electronic protected health information held by the covered entity.”

www.hhs.gov/sites/default/files/ocr/privacy/hipaa/administrative/securityrule/admin-safeguards.pdf

Ensure that your clients are aware of this requirement. This is likely the first document that would be requested in the event of an audit or investigation. These assessments should be kept current and done at least annually.

The HIPAA Security Risk Assessment (SRA) that clients will receive through many of our products has been carefully perfected by our HIPAA experts over the years. Our SRA has gone in front of multiple HIPAA Auditors and has passed HHS' requirements EVERY time.

How Can Breach Secure Now Help With HIPAA?

Products Built for HIPAA & Healthcare

HIPAA BPP – Our most comprehensive HIPAA compliance package! The HIPAA BPP product delivers all the features of the Breach Prevention Platform along with the HIPAA Risk Assessment and remediation tools. It's the all-in-one solution for your clients to work towards and maintain HIPAA compliance.

EVA MD – A top-tier HIPAA Training platform. Provide your clients with engaging and educational HIPAA training along with the features of our Employee Vulnerability Assessment (EVA) such as weekly security training, dark web monitoring, and simulated phishing, and leverage our employee risk detection solution to drive your clients to see the need for HIPAA compliance. EVA MD does not include a Risk Assessment or Policies and Procedures but is great for clients using another vendor for HIPAA compliance who wish to go through a continuous cybersecurity awareness program with a thorough HIPAA training course.

HIPAA Compliance – A stand-alone HIPAA compliance product for clients looking to complete their annual requirements like a HIPAA Risk Assessment, Policies & Procedures, and Privacy & Security Training along with the tools for remediating identified security flaws.

Partner HIPAA Compliance Program – A HIPAA compliance product focused on you, the MSP. Need to comply with HIPAA? Sign up with our Partner HIPAA Compliance Program, which has all the features of the HIPAA BPP above but can be used for your internal organization. This will get you more familiar with the HIPAA process and help train you on what is expected of your healthcare clients.

Which Product Is Right for My Client?

Built to Fit Your Managed Services Offering

Just because HIPAA is a federal regulation, doesn't mean clients see the need to invest in compliance. That's why we've created a HIPAA Services product line built to fit your Managed Services offering and your client's needs. Check out our Service Breakdown here to find out which of our HIPAA services is right for your client!

FEATURE	Breach Prevention Platform	HIPAA Compliance Program	HIPAA Breach Prevention Platform
SERVICE DESCRIPTION	Most comprehensive & continuous cybersecurity solution	Standalone HIPAA service with core compliance requirements	Most comprehensive HIPAA compliance cybersecurity solution
ANNUAL TRAINING COURSE	CYBERSECURITY COURSE	HIPAA PRIVACY & SECURITY COURSE	HIPAA PRIVACY & SECURITY COURSE
CONTINUOUS DARK WEB MONITORING	✓		✓
WEEKLY MICRO TRAINING VIDEO	✓		✓
SIMULATED PHISHING AUTOMATED & ONGOING	✓		✓
CATCH PHISH EMAIL ANALYSIS TOOL	✓		✓
PERSONAL DARK WEB EMAIL SCANS	✓		✓
EMPLOYEE VULNERABILITY ASSESSMENT (EVA)	✓		✓
SECURITY RISK ASSESSMENT	✓	HIPAA RISK ASSESSMENT	HIPAA RISK ASSESSMENT
POLICIES & PROCEDURES	✓	✓	✓

Must have an active BSN Partner Subscription (\$99/mo) to resell the BSN services. \$250k & \$1M Cyber Insurance policies can be added to all active customer subscriptions for eligible organizations for an additional cost.

📞 CALL 877.275.4545 @ INFO@BREACHSECURENOW.COM

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Ask an Expert!

HIPAA Can Be Confusing

We know the rules and requirements for HIPAA can be confusing. But don't fear, Breach Secure Now has your back.

We've been in the HIPAA space for over 10 years and have a full team of HIPAA experts available to answer any questions that may come your way from your healthcare clients.

Our HIPAA products are available as a white-labeled service! Interested in offering HIPAA compliance solutions but not comfortable with handling HIPAA on your own? Let our experts do the heavy lifting by adding on our HIPAA Secure Now-branded options!

Have questions?

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