

# Secure Office Systems for Privacy Compliance



Data and Network Security  
For Healthcare and Related Industries



# Privacy Legislation Drives the Demand for Secure Office Systems

Financial Market ➡ Gramm-Leach-Bliley

Healthcare Market ➡ HIPAA

Both acts contain privacy and security provisions





# What is HIPAA?

- The Health Insurance Portability and Accountability Act of 1996
- Improves portability and continuity of health insurance coverage in the group and individual markets
- Combats waste, fraud, and abuse in health insurance and health care delivery
- Contains provisions to protect the Privacy of Individually Identifiable Health Information





# Privacy and Security Standards

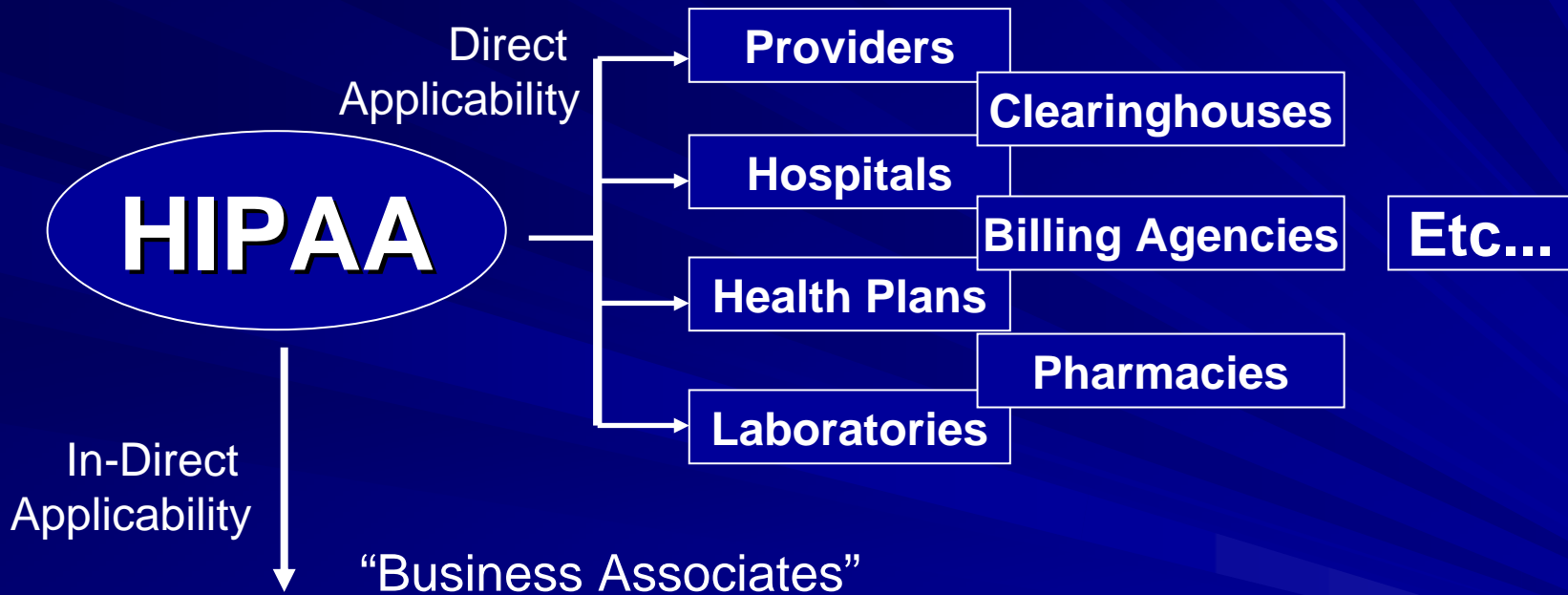
- **Privacy** - defines who is authorized to access information and includes the right of individuals to keep info about themselves from being disclosed.
- **Security** - defines the ability to control & log access and protect information from accidental or intentional disclosure to unauthorized persons and from alteration, destruction or loss.





# Who is Affected by HIPAA?

“Covered Entities”



All organizations that exchange data with those directly covered under HIPAA





# Covered Entities:

- Medical Providers
- Medical Intermediaries (Billing & Collections)
- Medical Purchasers
- Medical Insurers
- Hospitals
- Chain Pharmacies
- Physicians
- Labs
- Group Practices
- Nursing Homes
- Other Providers and Support Staff
- Pharmaceutical Clinical Trial
- **Any person, group or organization** that has access to personal health information





# Minimum Necessary vs. Need to Know

- The Privacy regulations require Covered Entities to make reasonable efforts to use and disclose only the “minimum necessary” Patient Health Information to accomplish the stated purpose (excluding treatment)
- The Security regulations require “need-to-know” procedures which can be technologically implemented (role based access controls)





# Time Line for Compliance

**Privacy Rule**                      **April 14, 2003**  
(privacy protections must be in place)

**Security Rule**                      **April 21, 2005**  
(any current purchases/leases should include Sharp Security features **now** to comply with security deadline)







# The Risk to Privacy Compliance

Digital Copiers Store  
*Thousands* of Records



At the end of a copier's lease period, thousands of records retained on the hard drive can fall into the wrong hands...this poses a privacy compliance risk





# Associated Issues of Non-Compliance



Joint Commission on Accreditation of Healthcare Organizations

National Committee for Quality Assurance

**Financial penalties**

- Civil: \$100 - \$25K
- Criminal: \$50K - \$250K and from 1 to 10 years prison

Penalties may apply to the organization or even to its officers



# Associated Issues of Non-Compliance





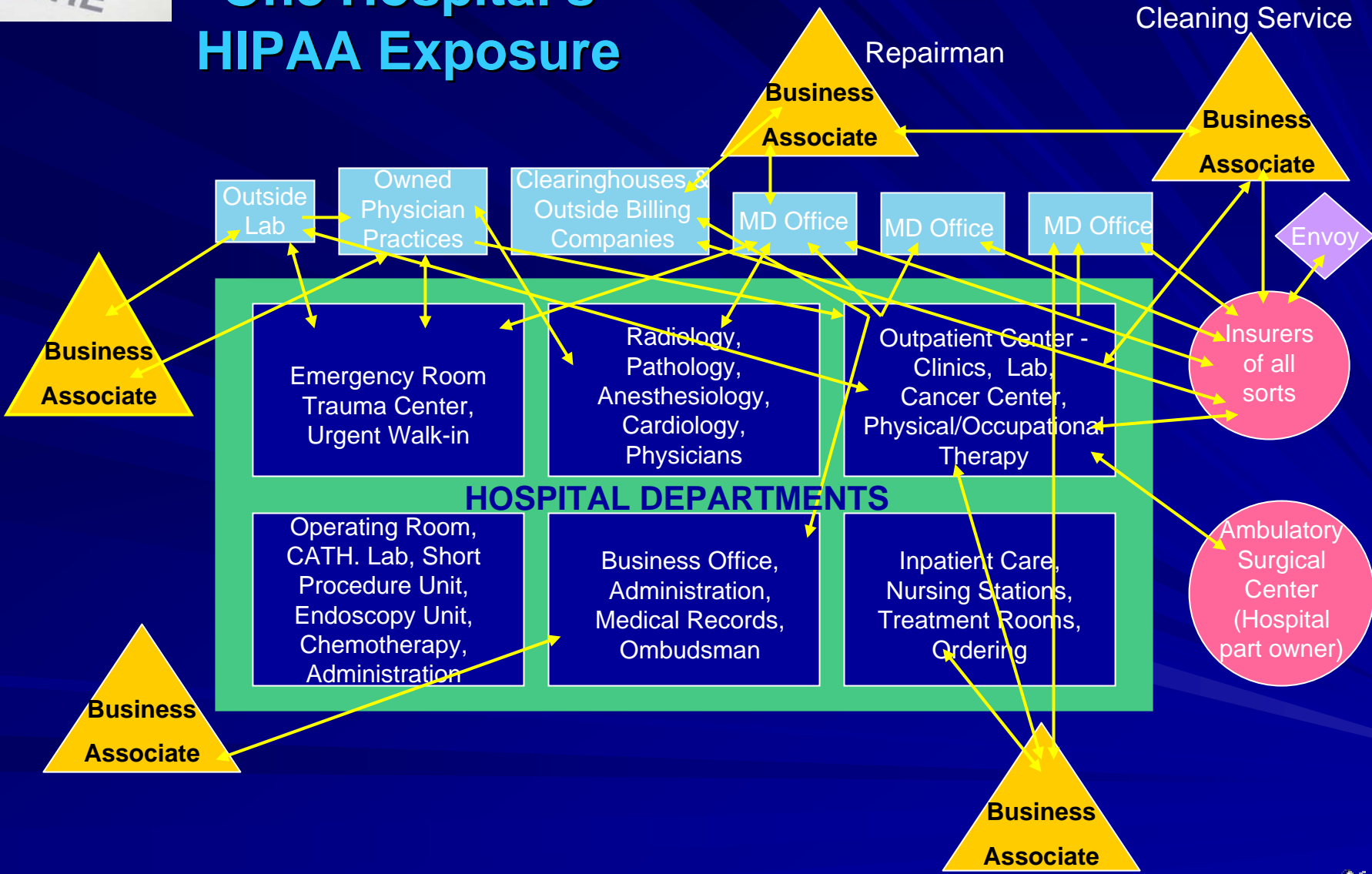
# Privacy Conformance Steps

- ✓ Appoint a Privacy Officer
- ✓ Perform a Gap Analysis
- ✓ Modify Contracts
- ✓ Design Forms
- ✓ Develop Policies & Procedures
- ✓ Institute a Training Program
- ? Implement a Secure IT Infrastructure...*including your office equipment*





# One Hospital's HIPAA Exposure





# HIPAA Offers Opportunity for Secure MFPs

## ■ The Healthcare Market

- Is mandated to change
- The implementation process has started
- Privacy Violations can be fined NOW
- The threats of civil lawsuits are even more pressing
- Customers are receptive to help
- HDD/Memory Exposure could be serious

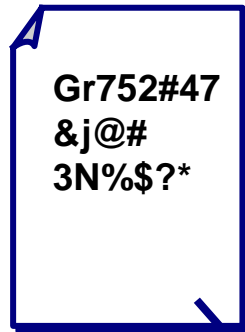




# Sharp Security Solution

## Electronic Data Disclosure Prevention

Copy/Print Data



Data is erased every time copy/print job is completed. "Clear all memory" mode enables MFP to erase all data area when MFP is turned on.

Encryption

Data Clear



HDD



HDD, RAM, FAX Flash memory are erased



Volatile Memory





# Common Criteria Validated Data Security Kit

- What is the importance of Common Criteria?
  - Security claims validated by the National Security Agency
  - Difficult to attain
  - Sharp is on its **Second Generation**
  - Proven success in government/military applications



- Data Encryption

- 128 bit encryption
- Hard Drive, RAM or ROM for print, copy, scan, or fax

- Data Overwrite

- Random numbers overwrite (up to **Seven Times**) the information written to memory when a document is printed, copied, scanned or faxed
- Hard disk overwrite for print, copy and scan functions
- RAM overwrite for print, copy and scan functions

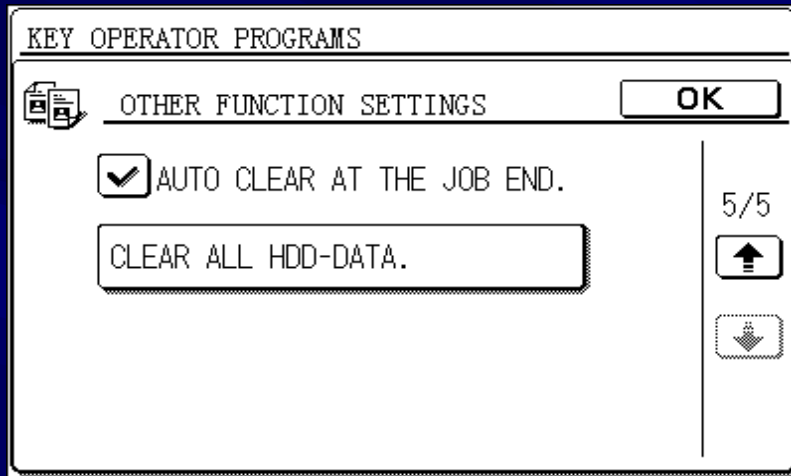






# User Notification

## Manual Mode



Message displayed at the completion of each job indication that the memory has been cleared

## Auto Mode





# Sharp offers “End-to-End” Security

## ■ Confidential Printing

- Print is made while author is present
- Minimizes the risk of secure documents being removed from the paper tray

## ■ Audit Trail

- Allow network administrators to monitor all print, copy and scan activity
- Provide a comprehensive audit trail that can track network activity by user
- Track every page that is printed and copied





# Sharp offers “End-to-End” Security

## ■ Secure Network Interface

- MFPs have network-accessible web administration pages
- IP Filtering and MAC Address Filtering allow administrators to restrict user access, disable protocols and disable ports





# Who's Involved in the Decision Process

## Key Messages:

Security technology  
Privacy compliance



- Privacy Compliance/Security Officer
- Health Information Manager/  
Health Records Manager

HP Compatibility  
System Compatibility



- IT Manager

Equipment/Operation  
Cost  
Service response



- Purchasing





# Sales Approach & Discussion

- Arrange a meeting with the key decision makers *including the Privacy Officer*
- Create awareness of the current risks
  - Current digital copiers are not secure
  - Digital Printers have the same issue
    - Costs per page are lower with Sharp
  - Networked machines are at risk from hackers
- Discuss the secure feature set of the IMAGER™
- Install a Trial Unit including:
  - Data Security Kit
  - Secure Network Interface Card (insure the correct configuration)

