

Title: *Get Hip to HIPAA- SSM Healthcare*

VIDEO

AUDIO

Fade up on an exterior image of a healthcare facility.

(SFX: Americana/hero music low and under builds to a climax)

Dissolve to “Helen” in scrubs, taking blood pressure and temperature of a patient sitting in a wheel chair or in a “patient room”.

Narrator: Long ago, in 1999, in a health care facility not so far away, a mild mannered and compassionate nurse by the name of Helen Isabella Portabella worked tirelessly to care for her patients.

Helen talking on the “cartoon” phone. She is obviously “gossiping” although it is pantomimed.

Like many of her colleagues, Helen occasionally had “loose lips” and was not as careful as she could be when it came to guarding confidential patient health information.

Helen in her cartoon room that includes a chair and tall bookshelf, and her dog Rex. As Helene pulls the oversized binder from the shelf, we see the name “Health Insurance Portability and Accountability Act” on the cover. Helen loses her balance and the binder falls on her head knocking her unconscious.

(SFX: high pitch voices over a phone line. Words are indistinguishable)

Then one day Helen was at home with her faithful companion, Rex, preparing to study the newest HIPAA regulations when the giant binder knocked her unconscious.

Helen comes to shaking her head and trying to focus. Suddenly, she notices the HIPAA policy manual open to patient information. She picks up the binder and begins reading feverishly.

(SFX: “Boing” then “Crash”)

When she came to, she discovered that she had developed an acute eye for detecting breaches in confidential patient health information.

Dissolve to Hip, in her “superhero”

attire; traditional nurse's uniform including a nurse's cape and cap. She and her side kick Rex, with glasses and lab coat but with some dog like mannerisms, stand proudly before an American flag.

Video dips to black.

Fade up on Hip in her home/office setting. She's putting on her cape and nurse's cap, and Rex disguised as her faithful "human" assistant is standing beside her holding a chew toy.

Cut to Hip

Cut to Rex

Cut to Hip as she "explodes"

(SFX: Americana music builds)

Now, disguised as patient crusader "Hip", Helen circles the health care world making sure patient health information is safe and protected.

(Music climaxes then fades out.)

Rex: Come on Hip, do we really have to go out and make sure patient health information is safe today? Can't we just stay home and play fetch---I mean, "catch"?"

Hip *(after a take to Rex):* Rex, our mission is to provide exceptional health services. Through our exceptional health services, we reveal the healing presence of God. That means we have a duty to protect patient health information everyday in every way.

Rex: I know. But most caregivers and other health care employees know it's not right to give out patient information without authorization from the patient...

Hip: Not right??!! Rex, giving out *any* unauthorized patient information, whether it's spoken, written, in an electronic chart or in any

other medium isn't just unethical, it's *illegal*.

Cut to 2 shot of Rex and HIP

Rex (surprised): What?

Hip: It's our duty under HIPAA to put safeguards in place to protect patient privacy. Otherwise, careless but unsuspecting health care facilities could be charged with both civil and criminal penalties.

Cut to Rex

Rex: Holy HIPAA, Hip. Patient health information is exchanged a million times a day in consultations, with insurance companies, during shift changes, even in billing. How can the poor unsuspecting health care employee begin to track down and fix possible leaks where patient health information can get out?

Cut to Hip

Hip: Your right Rex. There are countless ways that patient health information can be inappropriately disclosed. That's why I developed Hip's Top Nine Tips.

Dissolve Top "10" Tips video bumper ala Letterman

(SFX: drum roll ala Letterman's Top 10 then dies out as Rex interrupts.)

Cut to Rex

Rex: What? Wait a minute. I thought it was a "top ten" list. Where do you get nine?

Cut to a two shot of Hip and Rex

Hip *(giving Rex a rather sarcastic look)*: Honey, he can do what ever he wants to on his show.

This is my show, and with tips like Hip's, you only need nine....

(SFX: Drum roll resumes)

Cut to on-screen reveal of each of the Top "9" Tips

9. *Prevent malicious software or viruses from corrupting information systems*

Hip: Number nine - Prevent malicious software or viruses from corrupting information systems. That means don't open files or e-mails when you don't know who sent them. And don't download files from the Internet or install unauthorized software. That includes games and screen savers.

8. *Protect patient health information when it leaves the facility.*

Number eight - Protect patient health information when it leaves the facility.

7. *Select good passwords and then DON'T share them*

Number seven – Practice good password management. Select good passwords that are not easily discovered and then DON'T share them.

6. *Secure workstations, including printers, faxes and computers*

Number six - Secure workstations, including printers, faxes and computers so they're not open to public viewing

5. *Dispose of patient health information appropriately*

Number five – Dispose of patient health information appropriately

4. *ALWAYS display identification badges.*

Number four - ALWAYS display identification badges.

3. *Close doors, cabinets, file drawers, keep desks clean and be*

sure to close files when you're not using them

Number three - Close doors, cabinets, file drawers. Keep desks clean and be sure to close

files when you're not using them.

2. *Restrict oral communications.*

Number 2 - Restrict oral communication. All patient information is confidential and cases should never be discussed in elevators, hallways, cafeterias or other public places.

1. *Restrict access and disclosure of patient health information*

And Hip's Number One Tip- Restrict access and disclosure of patient health information. Patient health information should be available only on a need to know basis.

Cut to Hip and Rex

(SFX: Hip's beeper goes off)

Hip: Uh oh. Looks like we got trouble in the West Wing on four. Let's go Rex.

Video dips to black

(SFX: "Swoosh")

Fade up on a nurse's station. Two nurses are at the station. One nurse, Lucy Lips, is looking at a medical record on the counter while the other nurse, Fran Forgetful, is behind the counter at a computer terminal, frustrated because she can't get into the system.

Lucy: Hey Fran, what's the matter?

Fran (frustrated): Oooh, I can't get into this system. It won't accept my password

Lucy (crossing to computer terminal, leaving file open on the counter): Just use my ID and password. They're right there on the post-it on the side of the computer.

(SFX: Beeping “alarm” sound”)

Video cuts to full screen of running lights around the edge of the “post-it” note containing ID and password.

Cut to Fran as she smiles and enters the user name and password. Lucy is watching over her shoulder.

Visitor comes up and begins reading the chart Lucy left on the counter. At the same time, a housekeeper cleaning around the fax machine begins reading an incoming fax. Other visitors begin to line up around the counter and fax machine to read the chart and incoming confidential information.

Hip and Rex “materialize” in the scene.

Lucy crosses to Hip and Rex

Cut to CU of Lucy

Cut to three shot

Fran (ad-lib): Great! Thanks Lucy. That was easy.

Lucy (ad-lib): Yea, that’s why I keep it there. That way, anyone that needs to can get into the file.

Hip: Look at this place. Patient health information scattered everywhere for anyone to see. Unsecured faxes, printers, files left open in public areas.

Lucy: Excuse me, can we help you?

Hip: No honey. It’s I that can help you. Do you know you’re in violation of HIPAA regulations?

Lucy: Excuse me? Who are you?

Hip: Who am I?

(Patriotic music in and under)

I’m Hip, protector of patient health information, and enforcer of the Health Insurance Portability and Accountability Act.

Cut to MS of Hip

Dissolve in lower 1/3 key:

“Secure your workstation”

Dissolve key out

Dissolve in lower 1/3 key:

“Maintain clean office practices”

Dissolve key out

Cut to a WS

A man walks up to the counter with “JOE” printed on his shirt and starts reading the file. Hip grabs it from under “Joe’s” nose and glares at him as “Joe” moves on.

Hip hands the closed file to Rex who places the file in the rolling file holder then leans against it only to have the file roll away under his weight and leave Rex falling to the floor.

Dissolve in lower 1/3 key:

“Password management”

Hip pulls the post it off the computer, glares at Lucy and then tearing it up

Lucy: What?

Hip: HIPAA. And honey, it’s time you got Hip to HIPAA. These fax machines and printers need to be moved to secure areas, where only clinical staff with a need to see this confidential information have access to it.

And these files on the counter, why any Joe that walks by can take a peak at that poor guy’s medical record.

You should never walk away from an open file. When you’ve finished looking at it, close it and put it away.

Lucy (sheepishly): Oh....yea. That’s right....

Hip (to Fran): And you. Honey, why do you think the system is password protected anyway? So only those with a need to know can access the record. Passwords should never be shared and should be complex enough that they aren’t easily figured out. (To Lucy) If you’re the only one with access rights, than you should be the only one in the record.

Lucy: Your right Hip. Looks like we got a little sloppy here and we’re going to clean this up—

now. You have our promise.

Hip: Great (*beeper goes off*). Uh oh. Looks like we have some more problems in accounting.

Let's go Rex.

Rex and Hip "fly off.

Video transitions to an office or cube with an employee - "Joe" - sitting at a desk attempting to install a computer game. The desk is covered with medical records and other patient health information. A virus warning detection pops up on the computer screen. Joe ignores the warning and installs the game anyway.

(SFX: "Swoosh")

(SFX: Telephone rings)

Joe gets up, leaving all the open files on his desk, file cabinets open and remaining logged into the system. He picks up two patient census lists off the desk, observes that one is old and one is new. He puts the new census in his brief case and throws the other in the trashcan – right next to the shredder, then walks out of the office leaving it unsecured.

Joe Employee: Hello, this is Joe. Oh, wow. Yea, okay. I'll be right there.

Cut to CU of trashcan as Hip pulls the file from the trashcan in disbelief.

Rex begins running around the office closing files, putting them in file cabinets and closing the drawers.

Hip: Can you believe this Rex?!

Dissolve in lower 1/3 key:

"Dispose of information appropriately"

Dissolve key out.

Rex grabs the file from Hip and begins shredding it. As Hip talks,

Hip: Again, patient information left out everywhere for anyone to see. These folks just can't leave confidential information lying around like this. When will they learn that it has to be secured before they leave? And I can't even **believe** he actually threw a file in the trashcan

Rex gets his tie caught in the shredder and struggles to get it free.

Cut to Hip as she rolls her eyes and shakes her head.

*Dissolve in lower 1/3 key:
“Protect information that leaves the facility”
Dissolve key out*

Rex, having gotten his tie free, is now sucked in by the video game “Joe” installed on his computer.

*Dissolve in lower 1/3 key:
“Prevent viruses from corrupting systems”*

Rex drops what he’s doing and picks up the phone.

Rex hangs up the phone and he and Hip “fly” off screen.

Video transitions to Lucy and Fran talking about a patient while in the elevator. The elevator stops and Hip and Rex, dressed ala “Men in Black” get on to the elevator. Lucy

without shredding it.

And how secure is that little bag he stuffed the file in that he took with him? Files should never leave the facility unsecured. Suppose he loses his briefcase, or the file falls out somewhere?

How secure is that confidential patient information then, Rex?

Hip: Rex!! You know that’s illegal! Installing unauthorized software on a computer system is just asking for trouble. Not only can the software potentially get through security systems, it can introduce viruses that can virtually destroy records. Now, get on the phone and report this to Information Systems so they can stop that virus from infecting the whole system.

(SFX: Hip’s beeper goes off again)

Hip: Oh now what. *(Looking at the beeper)* The elevator. Of course, loose lips run wild in there. Come on Rex, we have another breach of patient health information. Let’s go.

(SFX: “Swoosh”)

Lucy: Guess who was admitted to our unit today? You’ll never believe it!

Fran: Who?

and Fran continue to talk

Lucy: Super Stud!

Fran: No! THE Super Stud?

Elevator doors open and Joe enters the elevator hearing the last part of this conversation. He's not wearing his identification badge.

Joe: Super Stud is here? What's he in for?

Lucy: Gotta be another tummy tuck. I mean, how else can he look like that in leotards at his age?

Cut to MS of Joe

Joe: You're kidding!

Lucy: No. Hey Joe, where's your name badge.

Cut to three shot

Joe: I don't know. I never wear the thing.

Pull to wide shot revealing Hip and Rex

Fran: Aren't we always supposed to wear our badges?

Hip flashes a badge that says "HIPAA Police"

Joe: I don't see patients or family members up in accounting. What difference does it make?

Hip: It makes a lot of difference buddy. You're in violation of company regulations.

Joe: You again. Listen, we've cleaned up our offices, Information Systems took my game off my system...

Lucy: Yea, and our fax machines and printers

are secure, and we're not giving out passwords anymore. What regulations can we possibly be violating?

Hip: Hip's Tips four, two and one

Fran: Huh?

Dissolve in lower 1/3 key over video:
“Restrict oral communication”
“Limit disclosure of patient information”

Rex: Hip's tip number two – restrict oral communication, and Hip's tip number one – patient information should be disclosed on a need to know basis *only*.

Dissolve to WS in elevator

Hip: *(to Lucy)* Uh-um. What business is it of theirs *(gesturing to Joe and Fran)* that the man you were talking about is even a patient; let alone what treatment he's receiving? And could you be more public about it? People you don't know get on and off elevators at every floor. For all you knew, we could have been members of that poor man's family!

Joe: Yea, I guess elevators are pretty public areas. We really do need to be more careful.
(pause) But what's tip number four?

Dissolve in lower 1/3 key:
“Always wear name badges”

Dissolve out key.

Hip: ALWAYS wear your name badge *(glaring at Joe)* no matter *what* department you work in or who you see. Without your name badge, no one except maybe those in your department knows if you work for the facility, or if you are authorized

to have access to the information you're working with.

Lucy: You're right Hip. I guess sometimes we just forget that what we say can be picked up by anyone around us.

Cut to Joe

Joe: Boy, I sure wouldn't want anyone to know anything about my health care that they didn't need to know. I really need to be more careful with how I'm handling confidential information.

Cut to WS

Fran: Me too. Sometimes, all we really need to do is think and use common sense.

Hip: Right. If you stop and remember Hip's Tips:

Dissolve to on-screen listing of Hip's Tips

1. *Restrict access and disclosure of patient health information*
2. *Restrict oral communications*
3. *Close doors and maintain clean office practices*
4. *ALWAYS display your badge.*
5. *Dispose of patient health information appropriately*
6. *Secure your workstation.*
7. *Select good passwords and then DON'T share them*
8. *Protect patient health information that leaves the facility*
9. *Prevent malicious software or viruses from corrupting information systems*

- Restrict access and disclosure of patient health information
- Restrict oral communications. All patient information is confidential and cases should never be discussed in elevators, hallways, cafeterias or other public places.
- Close doors, cabinets, file drawers, keep desks clean and be sure to close files when you're not using them.
- ALWAYS display identification badges.
- Dispose of patient health information appropriately.
- Secure workstations, including printers, faxes and computers

- Select good passwords and then DON'T share them.
- Protect patient health information when it leaves the facility.
- And prevent malicious software or viruses from corrupting information systems.

Video dissolves to Fran, Joe and Lucy now dressed in the “Hip” colors and holding Hip’s Tips

Fran: Hey! That’s so easy, even I can remember Hip’s tips.

Joe: Yea. Thanks Hip. I think we get it now.

Lucy: You bet. We are Hip to HIPAA

Hip (*nodding to Lucy, Joe and Fran, then to Rex*): Our work here is done, Rex. (*Hip’s beeper goes off*) And just in the nick of time. We have a violation of Tip 7 in progress. Gotta go folks. Thanks for helping us keep patient information safe. Remember, it’s not just good ethical practice—it’s the law.

Hip and Rex “fly” off as Lucy, Joe and Fran look on. Video dips to black

(“Hero” music up full. SFX: “Swoosh”. Music climaxes and resolves as video dips to black)

Fade up on Hip

Hip: We’ve had a lot of fun reminding you of the importance of patient confidentiality. But the truth is that the confidentiality of patient information is no laughing matter. Making sure *all* patient information is kept confidential is everyone’s responsibility. If you discover a

breach where patient information could be being disclosed inappropriately, tell someone so that the breach can be fixed. Remember, it's not only ethically right; it's the law.

Video dips to black

(Music builds to climax and stings)