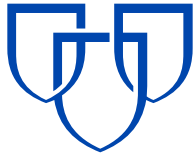
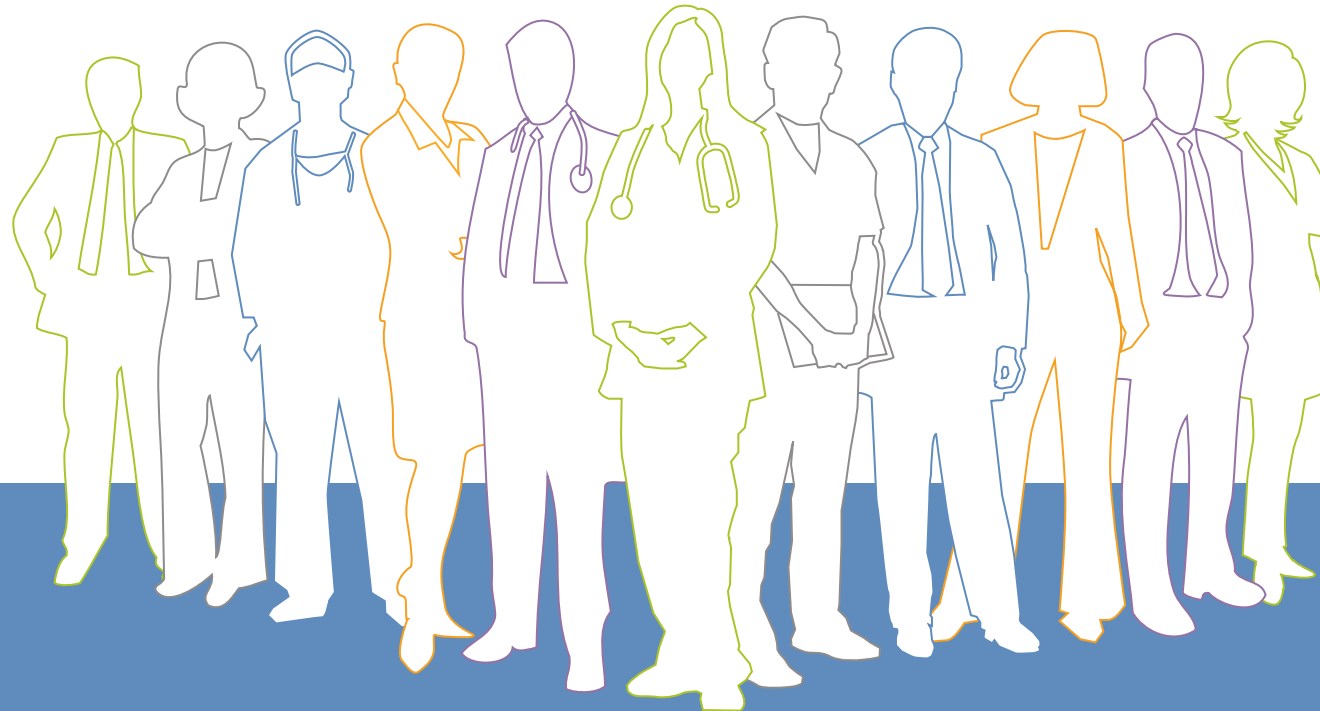


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Privacy Training for High School Mentorship and Career Observation Programs



**Integrity and
Compliance**
TOGETHER

Training Objectives

- Understand basic information related to HIPAA and HITECH
- Understand what is Protected Health Information (PHI)
- Understand the importance of maintaining patient privacy in the social media environment
- Understand implications of a privacy breach
- Understand your responsibility to protect patient's privacy as part of your participation in this program

Privacy Regulations

- Health Insurance Portability and Accountability Act of 1996 (HIPAA)
 - HIPAA is a set of standards and processes implemented to protect individuals against the unauthorized use and disclosure of protected health information (PHI).
- Health Information Technology for Economic and Clinical Health (HITECH)
 - When a breach occurs where PHI has been compromised, Mayo Clinic must provide notification to: Individual(s) affected by breach, Government (HHS), and Media Outlets.

Protected Health Information (PHI)

- **PHI is information that:**
 - Relates to past, present, or future physical or mental health conditions
 - Relates to a person's eligibility for health care
 - Relates to payments for healthcare
 - Identifies or could identify an individual patient
 - Is created or received by a healthcare organization

Examples of PHI

- Personal identifiers
- Diagnosis
- Specific dates
- Social Security Number
- Medical records (paper & electronic)
- Medical record number
- Verbal or written communication about patients
- Patient information on white boards
- Photographs/videos (unintentional PHI in employee photos)

Social Media

- Mayo Clinic has established social media guidelines for those that are posting to their own sites or commenting on other sites.
- While you are on Mayo Clinic premises for the program:
 - Refrain from using your phone and taking any pictures and posting to social media.
 - Patients accidentally caught in the background of a picture could lead to a privacy breach.
 - Refrain from sharing stories on social media about specific patients you come into contact with.

Social Media (cont.)

- While social media can be a positive experience, it does pose a significant risk to the privacy of our patients.
- Simply removing the patient's name is not enough to protect our patient's privacy.
 - Any information that either directly identifies (e.g., patient's name, photograph) or could identify a patient (e.g., unique characteristic) is considered PHI.
 - Essentially, if enough information is provided in the post that allows even one person to reasonably identify the patient, it is considered PHI.

Examples of “Non-Accidental” Breaches

- Gossiping (verbal)
- Snooping (unauthorized access)
- Posting PHI to social media

Implications of a Privacy Breach

- Loss of patient trust
- Mayo Clinic brand impact
- Cost of investigation, notifications, call center, and ID theft insurance
- Legal implications such as regulatory fines and patient lawsuits
- Disciplinary action by Mayo Clinic
- Disciplinary action by licensing boards
- Possible criminal prosecution

Patient privacy: What you see at Mayo stays at Mayo



If you see your cousin or neighbor, or an athlete or celebrity on a Mayo Clinic campus, there are certain things you should not do:

- Take a photo.
- Text or call a family member saying, “OMG, guess who I just saw?”
- Start a conversation with the person by saying, “Hey! So what brings you to Mayo?”
- Acknowledge to your friends or family that an individual is a patient — even if it is a rumor.

These are all Mayo Clinic privacy policy violations. In addition, Mayo may have to report these types of violations to the patient and the U.S. Department of Health and Human Services.

Your Responsibility

- During your mentorship/career observation, you may come in contact with patients who are being treated or see people you know in the hallways or on campus at Mayo Clinic. As a member of this program you are expected to respect patient confidentiality. You are not allowed to share with anyone that you saw the patient at Mayo Clinic or any information regarding their care.
- Mayo Clinic patients and employees are well aware of HIPAA and will report any concerns.
 - Any violation of our patient's privacy, including sharing information about patients, will be considered grounds for termination from the program.

Scenario 1

While at Mayo for the mentorship/career observation program, you see your neighbor in the hallway and say hello to him. He tells you he is here for treatment. Is it ok for you to tell your parents that you saw your neighbor at Mayo?

- A. Yes
- B. No
- C. It depends

No. The fact that this patient was at Mayo Clinic is considered PHI and cannot be shared.

Summary

- While on Mayo premises, please respect the privacy of our patients and do not share any patient information that you see or come in contact with (e.g., even that you saw someone in the hallway).
- Refrain from taking pictures and making social media (Facebook, Snapchat, etc.) posts during your time on-site at Mayo. It is easy to accidentally include patient information in these posts, which would be a breach of our patient's privacy.
- We hope you have a great mentorship or observation experience!

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Questions?

**Please contact the Career
Awareness Specialist Brady Olson
at Olson.Brady@mayo.edu**