

## **Kodak's Perspective on Healthcare Privacy and Security**

Kodak Health Imaging is committed to developing and delivering services and products that assist and enable our customers to comply with privacy and security regulations such as the Health Insurance Portability and Accountability Act (HIPAA) in the United States and the Privacy Directive (EU 95/46 EC) in Europe. The goal of these regulations is to improve the efficiency of healthcare administration while ensuring the privacy, confidentiality and security of patient-identifiable health information. Compliance with these regulations requires providers and payers to review operational practices, modify administrative policy and process, and apply technology. Kodak is committed to delivering services and products that assist our customers in achieving these goals

### **The HIPAA Legislation**

Title 2 of HIPAA, Administrative Simplification, is designed to improve the efficiency of healthcare by standardizing electronic transactions, protecting the privacy of individually-identifiable patient information and requiring that specific security analyses and technologies are used or considered toward protection of electronic versions of protected health information. The purpose of the legislation is to make electronic exchange of information between health plans and healthcare providers easier, and therefore less costly, over the long run. Congress, however, recognized that the collection, use, storage and exchange of individually identifiable patient information needed to be managed in ways that would preserve a patient's right to privacy. The rules governing privacy have been enforceable since April 2003; the security rules will be enforceable in April 2005, and both are monitored by the U.S. Department of Health and Human Services (HHS). Details on the HIPAA Privacy rule and the HIPAA Security rule can be found on the [HHS Administrative Simplification](#) web page.

Our customers and Kodak understand that the HIPAA regulations stress "reasonable and appropriate" measures be used to address a covered entity's privacy, security and business policies and requirements. For this reason, specific administrative and technical needs will vary for each enterprise based upon the specifics of how the enterprise operates and the patients it serves. In order to protect patient data, healthcare providers must assess their patient health information collection, use and disclosure processes, and security practices as well as the automated systems they employ and procedures they follow. Then, if compliance gaps are identified, our customers will have to remediate those gaps violating the Privacy Rule immediately and those gaps violating the Security Rule by April 2005.

### **Kodak's Health Imaging Products and Services Are Being Readied**

Kodak is dedicated to quality. We are committed to supplying our customers with best-in-class imaging products, information systems and services that enable them to comply with all legal and regulatory requirements. We encourage each of our customers to gain an understanding of the privacy and security regulations that govern their enterprises such as HIPAA in the USA, evaluate the impact of such regulations on their operations and prepare their organizations to be compliant. It is important to understand that software, hardware or services from Kodak or any other vendor (other than clearinghouse services) cannot be "HIPAA-compliant," nor can privacy or security optimized products confer that status for the user.

Systems and services can, however, provide tools to assist a healthcare professional in meeting its compliance requirements. With respect to clearinghouse services, the PracticeWorks Electronic Services clearinghouse has been certified by an independent testing facility (Claredi) as HIPAA compliant for claim transactions. In support of Radiology and other medical and dental practices, Kodak Health Imaging has released Privacy-Enabled products and services that help our customers meet the patient privacy and security obligations they face by automating the performance of important services. Such products and services include those related to confidentiality, integrity, individual accountability, emergency access and other key requirements. In addition, dental customers using the PracticeWorks Electronic Services clearinghouse can rely on the clearinghouse's third-party certification to meet any HIPAA requirements applicable to claims submitted electronically.

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Kodak Health Imaging Group has an assigned Privacy/Security Officer to coordinate, educate and manage our efforts in this arena. Kodak is also a leader in and a participant with industry trade groups and standards bodies, including the Joint NEMA (National Electrical Manufacturers Association)/COCIR (European Coordination Committee of the Radiological and Electromedical Industry)/JIRA (Japan Industries Association of Radiological Systems) Security and Privacy Committee, Working Group 14 -- Security of the DICOM (Digital Imaging and Communications in Medicine) Standards Community, and the HIMSS Medical Device Security and Privacy Working Group.

As always, Kodak customers can count on our dedication to provide products and services that work in concert with their own administrative security policies, procedures and training. The combination of sound processes and procedures, coupled with new Privacy-Enabled Kodak information technology and services, can assist customers in meeting the privacy and security challenges they face with HIPAA in the USA, and related regulations in all other regions of the globe.