

Walking a Fine Line: Reputation Management and HIPAA Compliance



Compliance Group Free Education Series

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<https://compliance-group.com/webinar/>

Free Resources (*whitepapers, articles, infographics*)

<https://compliance-group.com/blog/>

Please ask questions

If we are unable to address them during the webinar, you will receive a response via email within 24-48 hours.

About the Speakers:

Marc Haskelson

President & CEO
Compliance Group



*We simplify compliance so you can
confidently focus on your business.*

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Visionary Contributor



Zvi Pardes

Head of Content Marketing
Eyecarepro



The power to build your practice

EyeCarePro provides website and digital marketing services and consultation to optometry practices big and small. Eye care is all we do.



Reviews, Responding to Reviews and Why it Matters

Values: Do What's Right

A horizontal bar with a light blue segment on the left and a dark blue segment on the right.

100% Optometry Focused



Our passion and mission is to deliver quantifiable value to optometry practices.

This value is measured in new patient appointments.

We deliver primarily through Digital Marketing, Consultation, Websites, Social Media and online reputation management.

We never use contracts.

Reviews are Essential

Reviews are important for SEO and crucial for trust-building.

Without these two elements you are not generating more new patient appointments online.

Did You Know?

- 88% of people rely on the internet to find a local business
- An estimated 77% of online traffic will read online reviews before deciding to book an appointment
- 72% of consumers say Google Search is their first choice to find information on local merchants

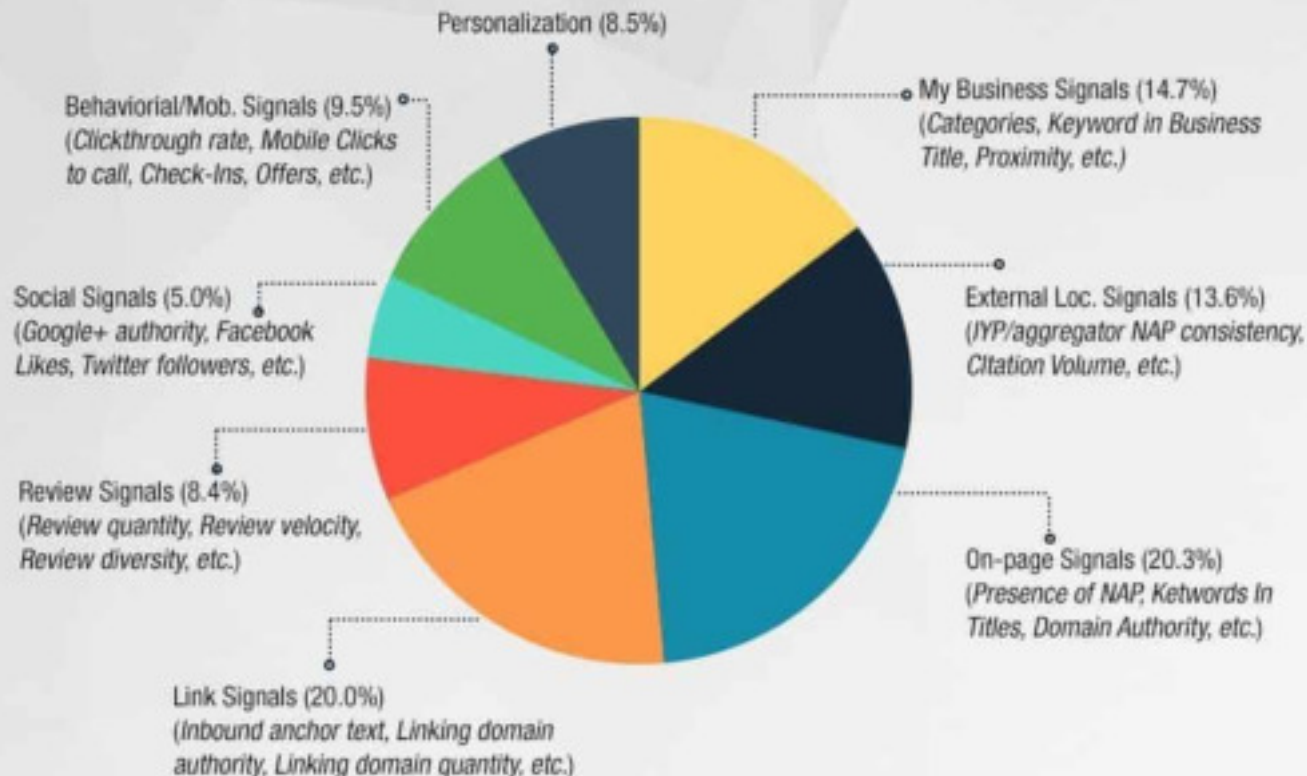
85%
trust online reviews
as much as a personal
recommendation



What is SEO?

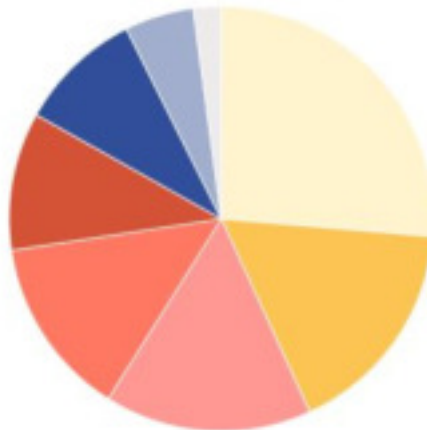
SEO stands for *Search Engine Optimization* — doing all the right things that assures Google that your website is the most relevant local result possible for a given search term.

KEY LOCAL SEO RANKING FACTORS



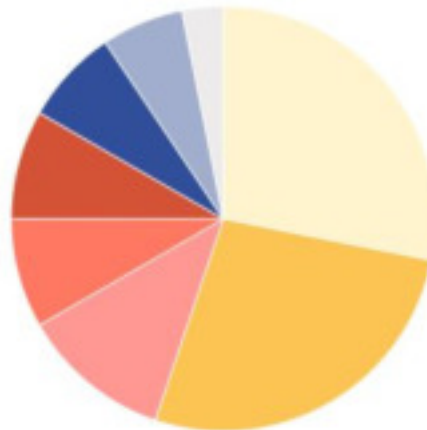
What is SEO?

Local Pack/Finder Ranking Factors



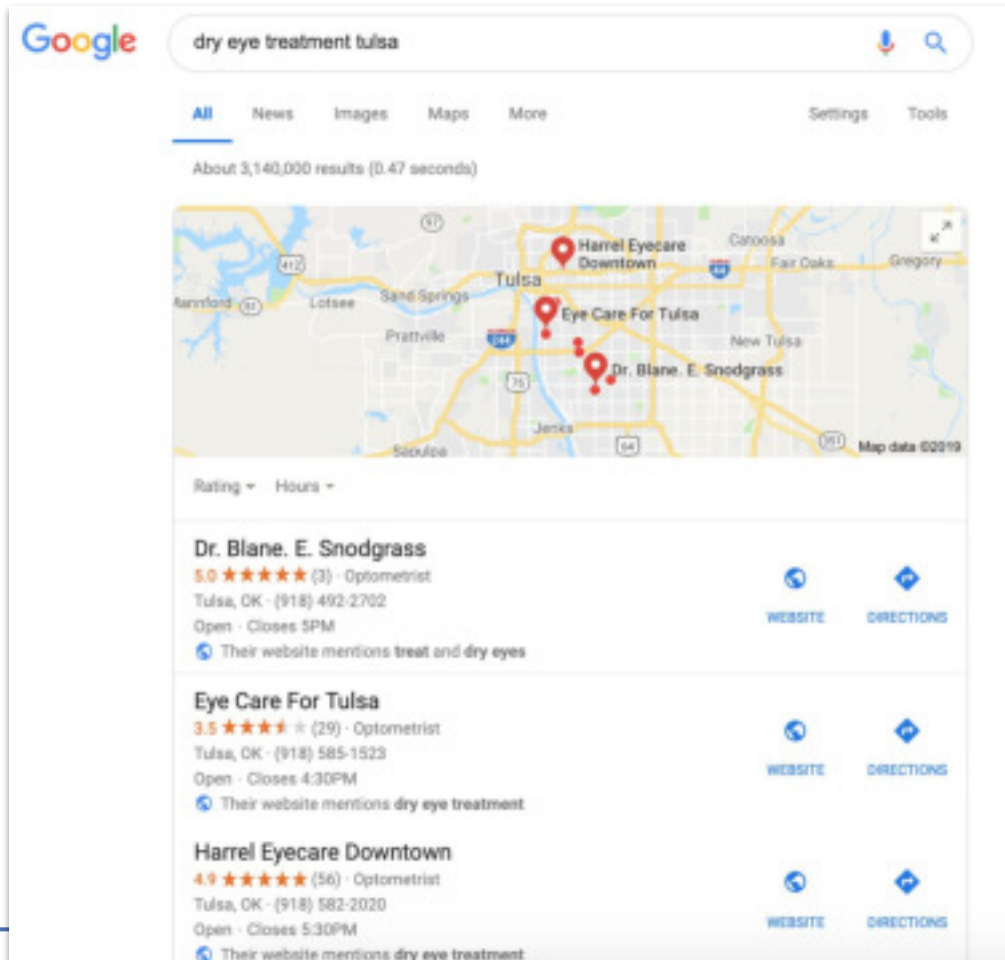
1. **Google My Business Signals** (Proximity, categories, keyword in business title, etc.) 25.12%
2. **Link Signals** (Inbound anchor text, linking domain authority, linking domain quantity, etc.) 16.53%
3. **Review Signals** (Review quantity, review velocity, review diversity, etc.) 15.44%
4. **On-Page Signals** (Presence of NAP, keywords in titles, domain authority, etc.) 13.82%
5. **Citation Signals** (IYP/aggregator NAP consistency, citation volume, etc.) 10.82%
6. **Behavioral Signals** (Click-through rate, mobile clicks to call, check-ins, etc.) 9.56%
7. **Personalization** 5.88%
8. **Social Signals** (Google engagement, Facebook engagement, Twitter engagement, etc.) 2.82%

Localized Organic Ranking Factors

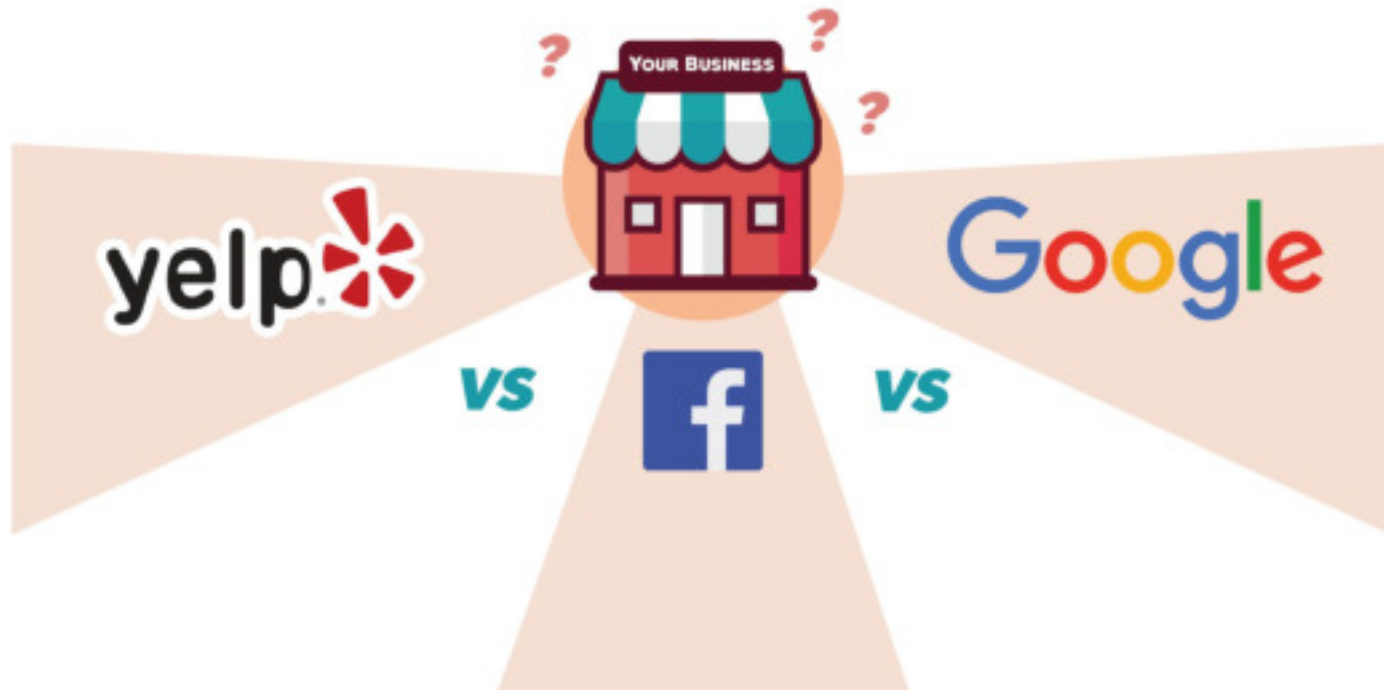


1. **Link Signals** (Inbound anchor text, linking domain authority, linking domain quantity, etc.) 27.94%
2. **On-Page Signals** (Presence of NAP, keywords in titles, domain authority, etc.) 26.03%
3. **Behavioral Signals** (Click-through rate, mobile clicks to call, check-ins, etc.) 11.5%
4. **Google My Business Signals** (Proximity, categories, keyword in business title, etc.) 8.85%
5. **Citation Signals** (IYP/aggregator NAP consistency, citation volume, etc.) 8.41%
6. **Personalization** 7.32%
7. **Review Signals** (Review quantity, review velocity, review diversity, etc.) 6.47%
8. **Social Signals** (Google engagement, Facebook engagement, Twitter engagement, etc.) 3.47%

First Impressions are Everything



Which Reviews Matter Most?



Google Search

Google
Reviews

Home Page
and Branding

Topical Page
or Bio

Phone Call

Great, they found you ... now what?

Google Reviews are a MAJOR persuasive factor in a potential new patient's mind!

←

Reviews

Insights - Past 30 Days

5
Requests
Sent

4
Links
Clicked

2
New
Reviews

Send Review Request

Mobile Number

and / or

Email

☐ HIPAA: Patient has given consent

>

>
REQUEST

ALL REVIEWS

NEW REVIEW

Why Should I Respond to Reviews?

- Responding to reviews is excellent for your SEO
- People like the feedback to THEIR feedback
- If you ONLY respond to negative reviews, Google may give the negative review more relevance
- The main point of responses to negative reviews is to show other people that you care about and respond to patient concerns!

Eagle Mountain Family Eye Care

5832 Boat Club Rd, Fort Worth, TX, USA

4.7 ★★★★★ 228 reviews ⓘ

[Write a review](#)

Sort by: Most relevant ▾



Sara Baker

2 reviews

★★★★★ 5 days ago

Dr. Miller and Staff are amazing. They always make you feel welcomed at your appointment. Dr. Miller takes the time to explain any issues you might have. My family and I have seen them for the past 6 yrs and we would recommend them to anyone, even my Mom drives 3 hours to see them.



Like



Debbie McCroskey

2 reviews

★★★★★ 5 days ago

Everything was great like always... ACCEPT one thing...🙄🙄🙄 my husband and I both had appointments 15 minutes apart, so I was done first. I asked the young lady who was helping me after my appointment was over, if I could have a cleaning ... [More](#)



Like

Response from the owner 4 days ago

Hey Debbie! I am so sorry that happened. I will be giving you a call on Thursday to discuss this with you!
Mandy ... [More](#)



Responding to Reviews: The Good, the Bad and the Ugly

Responding to Positive Reviews

Some Great Responses to 5-Star Reviews

You can keep these short and sweet, or go all out.

Short and Sweet

"Thank you for your kind words!"

"We appreciate your feedback and glad we could be of service"

Kid Actually Liked it!

Original Review:

"The staff here are wonderful!! My daughter had an appointment last week and let's be honest, what kid likes going to the doctor? However, the staff were so engaging and kind, my daughter walked out with a huge smile!! She can't wait to go back! :) Thank you for a wonderful experience!"

Practice Response:

"Poster, we appreciate your honesty--going to the doctor doesn't usually top the list of family fun. ;-) But we are so pleased to hear that your daughter was all smiles! Eye Exams swan be fun! We can't wait for her return! We Serve. You'll See." *(That last line is their slogan)*

Angel Hands

Original Review:

How nice it feels when you find a Dr with angel hands. All the staff shines with a beautiful smile and a warm welcome. Thank you for making my visit very pleasant. They are definitely on my list of contacts that I can refer to without fear



Positive Responses Continued

Practice Response:

We cannot thank you enough for your kind words. Our patients mean so much to us. Thank you and have a great weekend!

Great Peppermint Aroma

Original Review:

"Even before I stepped into the office I experienced great customer service from Receptionist who tried and tried to get us into an earlier date since we had to book 3 months out to get a Saturday or evening. We received a phone call to check on us since we had underestimated traffic and were running a few minutes late, and once we arrived we were greeted by the wonderful aroma of peppermint diffusing in the office. The assistant who did my daughters pre-check was super nice and Dr. Optometrist himself was awesome! I can see why the appointments are few and far between. I highly recommend Eye Care Optometry, Dr. Optometrist, and staff! :)"

Practice Response:

Poster, we are glad you had such a wonderful experience with Dr. Optometrist, Receptionist, and our entire office. Hey, we like the peppermint aroma as well. Thank you again for sharing your experience in our office.

Hybrid Contact Success!

Original Review:

Dr. x isn't just awesome, he was the first doctor to recommend me hybrid lenses for my keratoconus condition. I love how they fit in my eyes!

Practice Response:

We are very happy to hear about your success with the hybrid contact lenses. That made our day.

— Responding to the Bad Reviews

- Try and get them to reach out directly.
- It's not really about the reviewer It's letting the public know you take patient concerns seriously!
- Don't argue the facts, stay generic.

Grumpy about Glasses

Original Review:

"I will never go back. I was given a hard time over my contacts, they told me my glasses were complete when they weren't, and they put about 10 hairline fractures in the frames that I brought in for just new lenses. So I basically paid to be treated poorly and have my property broken. Thanks for the terrible service and for breaking my glasses."

Practice Response:

"Hi Poster,
Thanks for your feedback. At {Our Practice} we strive to provide exceptional optical service with a focus on quality and a fantastic customer experience. We stand by all our optical products with a full warranty. We would like to address your concerns with you directly to your satisfaction. Please contact us directly or drop by our office at your earliest convenience and we'll do our best to make it right.

Best,
Dr. Optometrist"

Original Review:

"Eye appointment back in December 2017 went to pickup my glasses in February 2018 glasses frame was broken. Waited for a month for another pair. Only to be told that Brand was discontinued. I had to called them. Needless to say I never got the glasses. And had to finally go back to complain to Dr X that my insurance showed me getting glasses last year. Tried to to fixed this problem three times with staff. Told Doctor that I Will Not Be Back."

Practice Response:

"Hi Poster,
Thanks for your feedback. We stand by all the eyewear that we sell. Manufacturing flaws do rarely occur, and when they do we will always replace them for our customers at no additional charge. Unfortunately, we have no control over whether or not a frame line continues to be produced. We would like the chance to work this issue out with you directly, but we have so far been unable to reach you. Please call us or drop by the office when you can so that we can go over the specifics.

Sincerely,
Dr. Optometrist, OD"

Using HIPAA to Impact Your Business



What Makes Patients Loyal?

Five key predictors of patient loyalty:

- Overall satisfaction
- Reputation
- Satisfaction with problem resolution
- Staff following through with what they say they will do
- Staff treating patients with dignity and respect.



How To Build Your Brand Loyalty!

- *Implement written policies, procedures and standards of conduct*
- *Designate a person to ensure they are followed*
- *Conduct effective training and education.*
- *Develop effective lines of communication.*
- *Conduct internal monitoring and auditing.*
- *Enforce standards through well-publicized disciplinary guidelines.*
- *Responding promptly to detected offenses and undertaking corrective action.*



The Seven Fundamental Elements of an Effective Compliance Program



How Do Patients Feel About HIPAA?

**Are you confident your
healthcare providers protect
your medical records?**



▪ ***Not confident***

**Did your providers' negligence cause or
contribute to identify theft?**



▪ ***Yes, they
caused or
contributed
to it.***

Bad News

17,000

of Medical records
breached **per day** on
average



Of Healthcare Organizations have
experienced a breach over the **last**
2 years



Of mistakes are
administrative

HHS Wall Of Shame

Breach Report Results							
Expand All	Name of Covered Entity	State	Covered Entity Type	Individuals Affected	Breach Submission Date	Type of Breach	Location of Breached Information
⊖	Minnesota Eye Consultants	MN	Healthcare Provider	4556	04/16/2019	Improper Disposal	Paper/Films
⊖	Southern Hills Eye Care	IA	Healthcare Provider	11617	03/15/2019	Unauthorized Access/Disclosure	Network Server
⊖	EyeSouth Partners	GA	Business Associate	24113	01/23/2019	Hacking/IT Incident	Email
⊖	Jones Eye Center, P.C.	IA	Healthcare Provider	39805	10/22/2018	Hacking/IT Incident	Network Server
⊖	The May Eye Care Center	PA	Healthcare Provider	30000	10/11/2018	Hacking/IT Incident	Desktop Computer, Network Server
⊖	Holland Eye Surgery and Laser Center	MI	Healthcare Provider	42200	05/18/2018	Hacking/IT Incident	Desktop Computer
⊖	Eye Care Surgery Center, Inc.	LA	Healthcare Provider	2553	04/27/2018	Theft	Laptop
⊖	MorshedEye, PLLC	KY	Healthcare Provider	1100	04/13/2018	Unauthorized Access/Disclosure	Email
⊖	Coastal Cape Fear Eye Associates, P.A.	NC	Healthcare Provider	925	02/01/2018	Hacking/IT Incident	Desktop Computer, Network Server
⊖	Eye Physicians, P.C.	NE	Healthcare Provider	2620	12/07/2017	Hacking/IT Incident	Network Server
	Institute						
⊖	Tiger Vision, LLC	LA	Healthcare Provider	2553	04/27/2018	Theft	Laptop

PHI Breaches



39%

Caused by Theft or
Loss-related reasons



30%

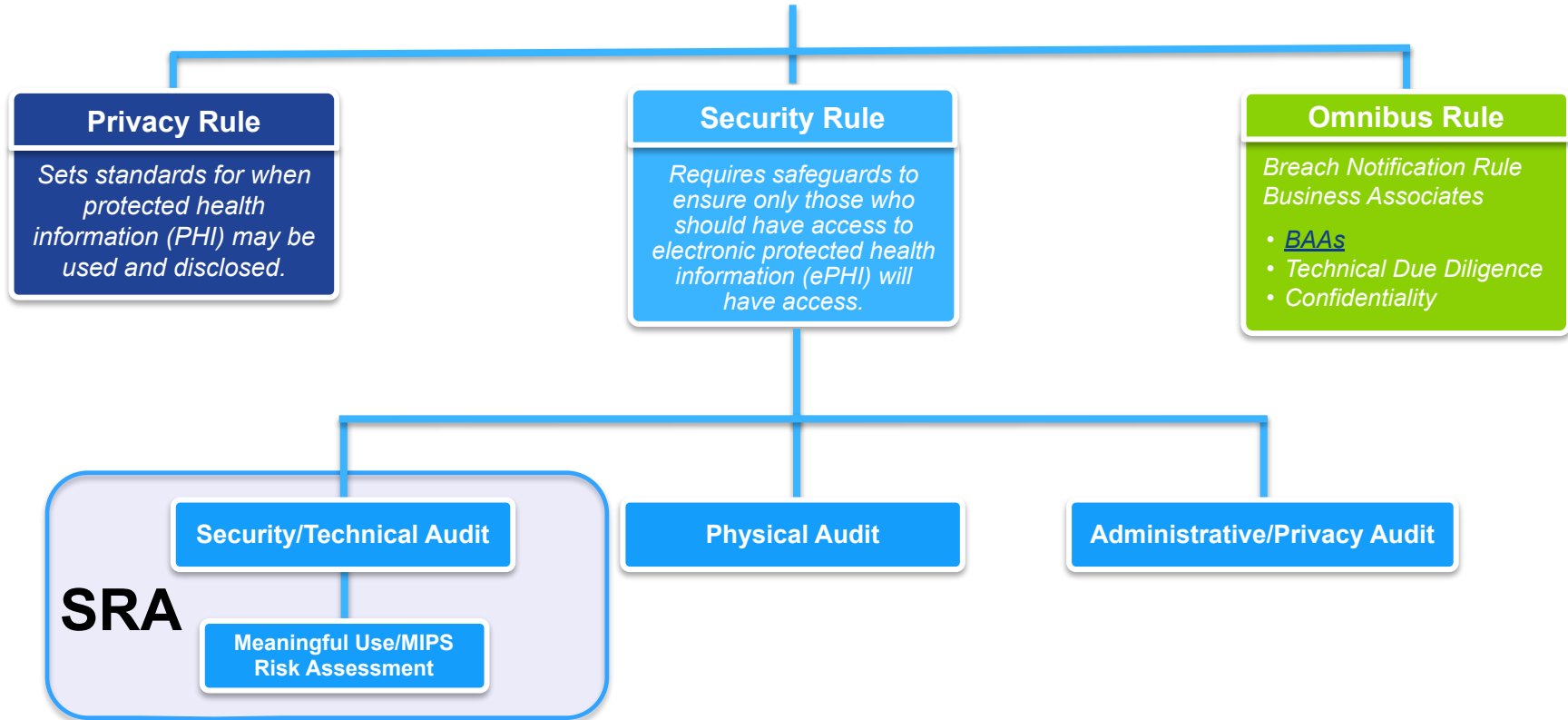
Involved Business
Associates



31%

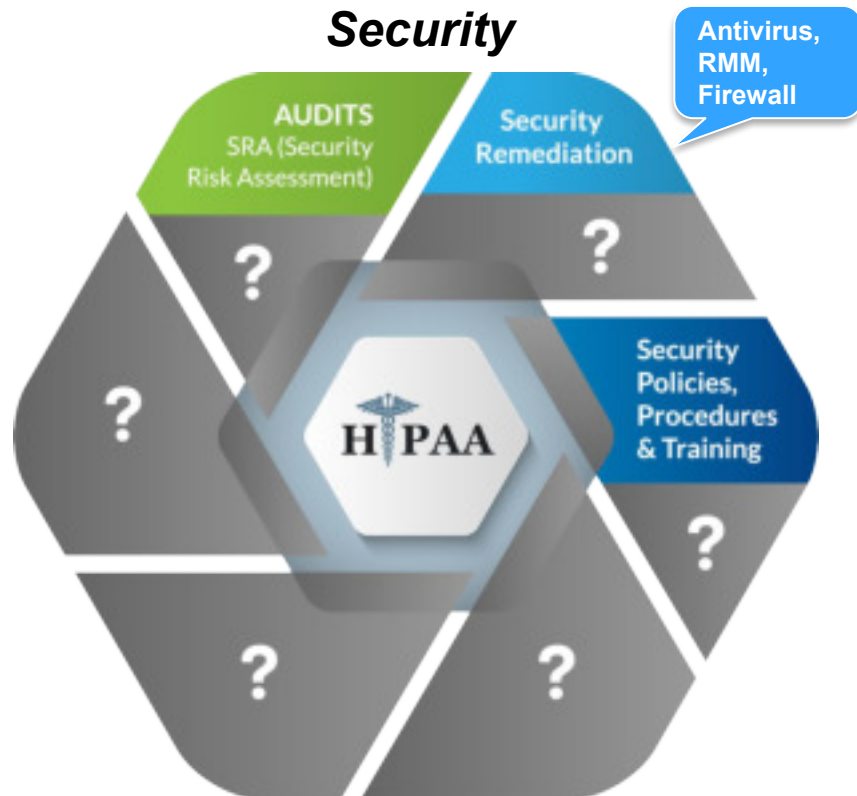
Caused by Hacking or
IT incident

What Is HIPAA?



HIPAA Lite*

Security



*** Missing pieces of compliance will result in partial compliance and may lead to fines, civil penalties.**

HIPAA Done Right!™

Secure & Compliant



Easily Avoidable HIPAA Fines

- **Patient testimonials – \$25,000**
 - Physical Therapy – posted testimonials on website w/out permission, failure to have updated policy and procedures
- **Press Release - \$2,400,000**
 - Publish Press release including PHI w/out authorization, failure to have policy and procedures
- **Unauthorized Filming - \$2,200,000**
 - 2 Patients filmed during a TV Show (NY Med) without authorization
- **Lack of BAA - \$31,000**
 - Small pediatric practice, BA breach caused investigation
 - BA settled for **\$100,000** – Business closed.



Questions?



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FREE Security & Compliance Checklist

<https://compliance-group.com/simple-hipaa-compliance-checklist/>

Insert your stuff

Extra stuff if you want to use it

We simplify compliance so you can confidently focus on your business.



*No client has ever Failed
an OCR or CMS audit!*

Endorsed by:

- Health Care standard - 40+ medical associations; used by Industry Leading MSPs, SaaS providers, Hosting providers, Security consultants, etc.
- Top medical & Insurance specialties

Recognized Leader of Compliance & Cyber Security

- 2017 ChannelPro Visionary
- CRN Emerging technology
- CompTIA Channel Advisory Board – Co Chair
- CompTIA Business Applications Advisory Council – Chair

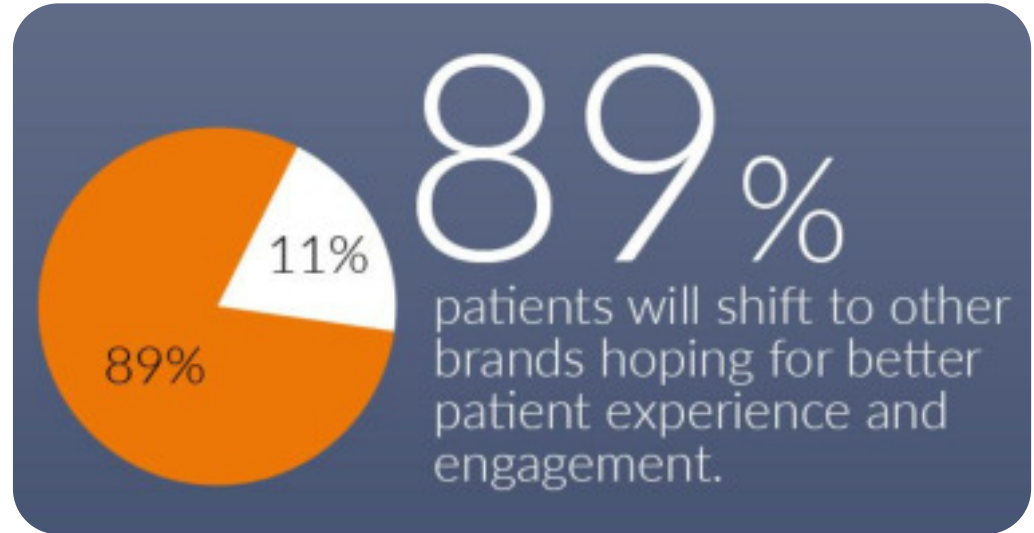
Subject Matter Experts

- National Publications – Becker's Hospital Review, ChannelE2E
- Recognized National speaker - CompTIA , MedPRO360
- Software Executive Magazine - editorial Board

The Cost Of Patient Loyalty

It costs
6 to 7
times more

Cost of acquiring a new
patients vs. retaining an
existing one



What do you really want? More:

Patients
Revenue
Profit
Practice Value

HIPAA Optional vs. Required

Stick vs. Carrot

- Who really controls your brand?
- What patients think about YOU!
- What patients think about HIPAA?
- What you need to know!



Who Really Controls Your Brand?

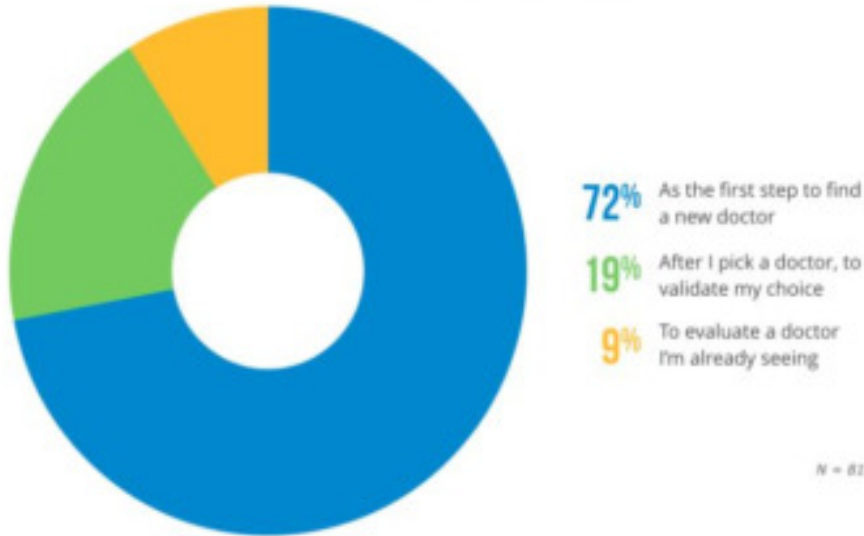
- 88% of consumers trust online reviews as much as personal recommendations
- Yelp's Top 5 most reviewed Provider categories:
 - **Optometrists**, Dentists, Doctors, Chiropractors, Acupuncturists

healthgrades®



How Social Media and HIPAA Can Help Your Practice

When Patients Use Online Reviews Sites



- Acquire new Patients
- Retain your current patients
- Patient worry about HIPAA violations in the news



U.S. News & World Report: patients surveyed

- 30% search the web for a doctor
- 33% review you online
- 55% are only happy with some of their doctors (looking for new provider?)

The Importance Of Technology



62%

of patients want to communicate with providers by e-mail



61%

of patients say digital services important when choosing a physician



64%

of patients would schedule online



2/3

of patients would switch providers for access to medical records online

Using **online scheduling** and improving **online presence** can bring in



20%
more new patients

The Cost Of Patient Loyalty

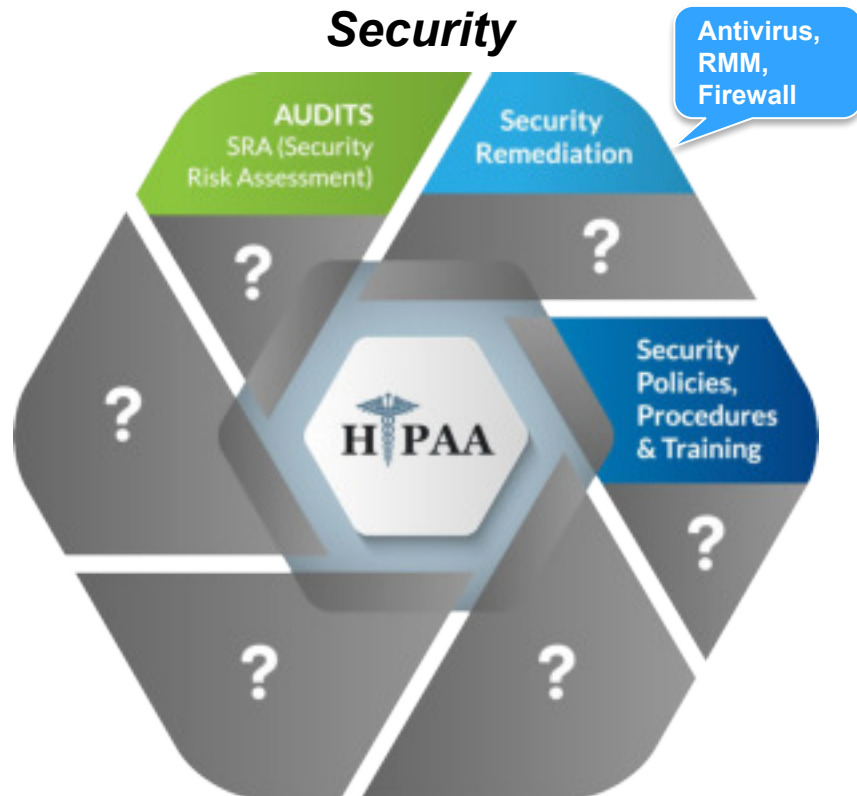
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Why Healthcare & Compliance?

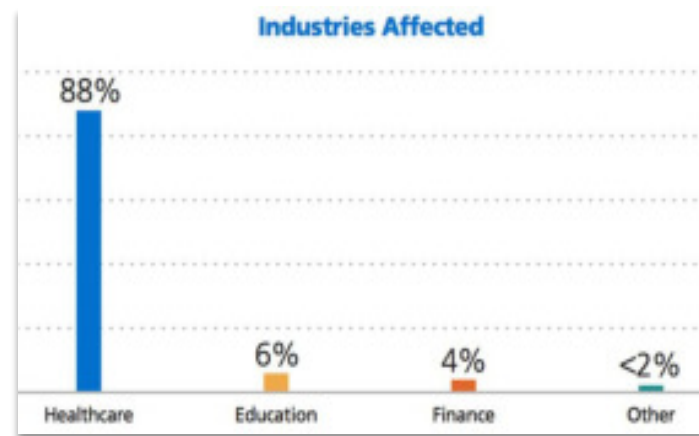
Health Care & Compliance - fastest growing sectors of the US economy with the highest vulnerability to cyber risk

CRN, Gartner, CHANNELe2e

- **26%** of the US Economy
- **5,000,000** Small and Midsize Businesses
 - CE - not all specialties are equal
 - BA - Vendors (BA)
- **400%** Increase in enforcement
- **94%+** Audit Failure rate
- Healthcare #1 Vertical For MSPs in 2018

**Datto – 2018 report*

HIPAA, NIST, PCI, FERPA



88% Ransomware

Security Issues in the Last Year

- **76%** lost devices, malware, phishing attacks or staff disabling security features

Factors in Security Breaches (Human Error)

26%

IT staff failure to follow policies and procedures

***The #1 reason is a mistaken belief
that current security is “good enough.”***

- CompTIA's International Trends in Cybersecurity report

<https://www.comptia.org/resources>

The Real Cost

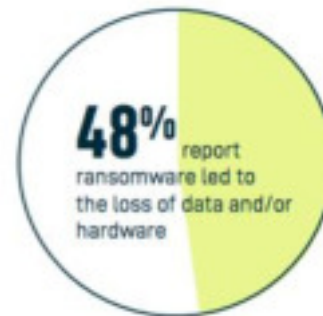
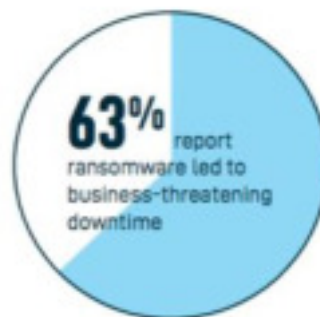
HIPAA Monetary Penalties

- 2018: **\$24 + Million**
- Breach Notification:
\$250 per record affected

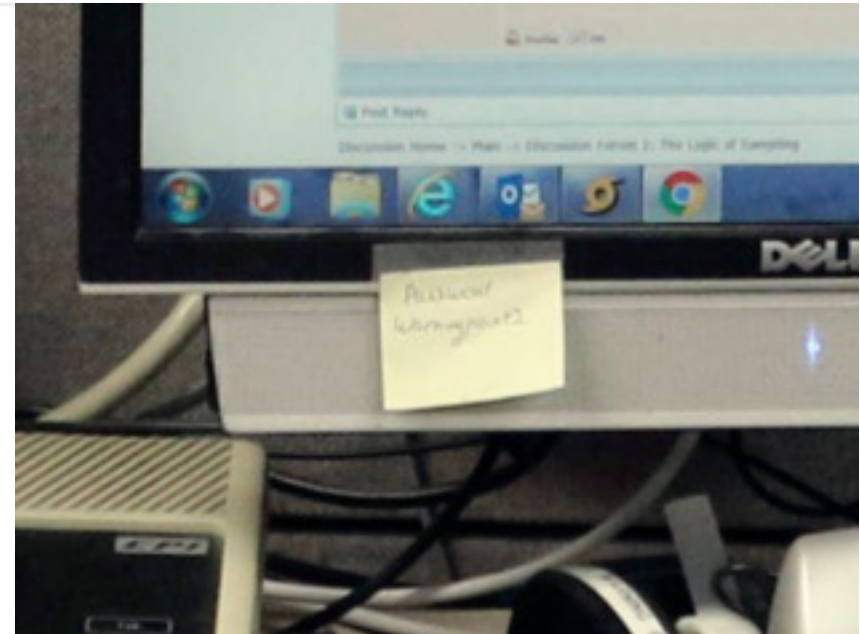
42% report customers **paid the ransom**,
1 in 4 of whom did so and **never recovered**
the data. This is largely why the FBI
recommends victims do not pay up.

THE DOWNTIME AND DATA LOSS IS WHAT CUTS THE DEEPEST

► Which of the following have your customers experienced because of a ransomware attack?



A password for the Hawaii emergency agency was hiding in a public photo, written on a Post-it note



HIPAA Compliance & Security

- **Assessment of risks:** Remediate vulnerabilities
- **Training:** Staff knowing what to look for and how to identify attacks
- **Policies and Procedures:** Stops Ransomware infections before it takes hold
- **Encryption:** Protect the sensitive information
- **Backup:** Practice 3-2-1
- **Disaster planning:** Restoration of access to data, and getting back to business



Mitigate Your Risk With Encryption & Backup

- Encryption – protect the data
- Schedule regular file **and** system image backups
 - Practice the 3-2-1 backup rule
- Disconnect a storage device following backup

Examples: A replicated NAS (not connected via VPN), disconnected USB drive, an ejected tape, or in the cloud (Amazon AWS)

- Test your system recovery process often for practicality
 - Quarantine - Halting and prevent spread if infected
 - Recovering – Restoration of access to data, and getting back to business



Social Media Do's

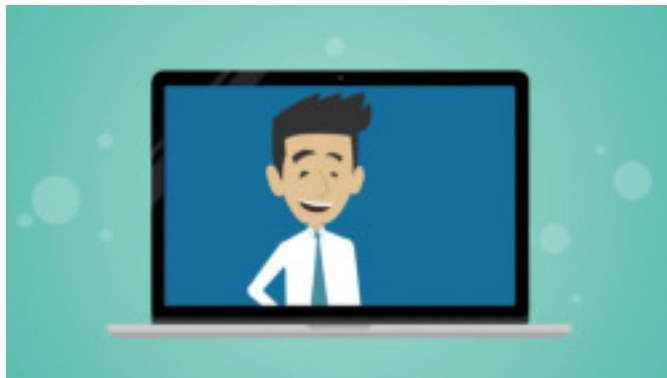
- Google Your Name and Practice Name
 - Use incognito mode
- Review your website
- Consider Social Media Technology or experts
- Have updated Use and Disclosure statements





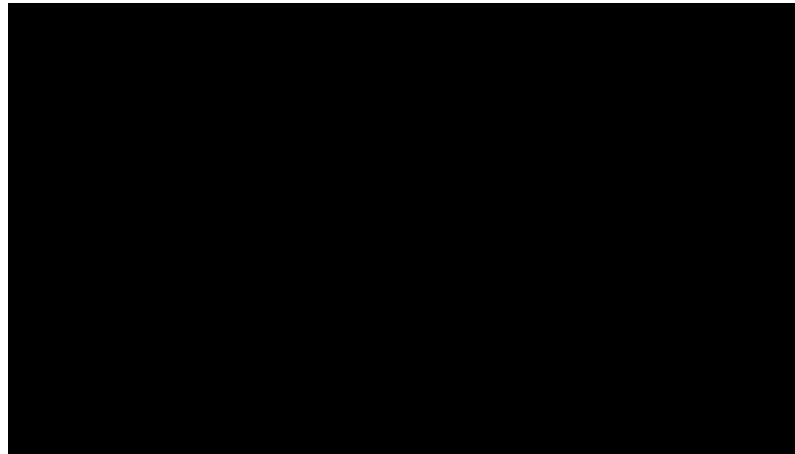
Social Media HIPAA Compliant Do's

- Thank patients for feedback
- Keep your responses anonymous
- Take complaints offline – please call the office
- Focus on the positive
- Have written consent if you use a patient testimonial



Social Media HIPAA Compliant Do Not's

- Do Not email/text a patient without consent
- Do Not alter content
- Do Not repeat or use PHI
- Do Not reply or post information that confirms the identity of a patient
- Do Not respond to patients sharing of a diagnosis or service





What Can You Do Right Now?

- Get HIPAA Compliant
- Passwords – Use a sentence or phrase
- Show your members what to look for / Prevention Plan
- Restrict unnecessary access/user privileges
- Keep Anti-Malware / Anti-Virus up-to-date
- Filter spam and (.exe, .zip) attachments, and show hidden file extensions (a .PDF may really be an .EXE)
- Ensure a foolproof backup plan, for fast recovery

How Simple Is It?

1

Achieve Compliance

- Compliance Coaching
- We guide you through the whole process!
- 5-8, 30-min. sessions (2 hours preparation per)

2

Illustrate Compliance

- Reports
- [Seal of Compliance](#)
- Audit Response Program™

3

Maintain Compliance

- Compliance with Confidence
- Culture of Compliance
- Protect Your Reputation

