



HITECH Requires Due Diligence and Tight Integration

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The Health Insurance Portability and Accountability Act (HIPAA) became law in 1996. Among its major provisions is The Privacy Rule, which took effect April 14, 2003. Since enactment, all our actions and exchanges of information are assessed for HIPAA Privacy Rule compliance.

President Obama executed into law February 17, 2009 the Health Information Technology for Economic and Clinical Health Act (HITECH), which requires compliance by February 17, 2010. HITECH is a component of American Recovery and Reinvestment Act of 2009 (ARRA), one of whose main goals is to promote the wide-spread adoption of Electronic Health Records (EHR). It is anticipated that implementation of EHR systems will dramatically increase the electronic exchange of protected health information (PHI or electronic PHI, known as ePHI).

In short, HITECH imposes more stringent regulatory requirements under HIPAA's Privacy Rule, increases both civil and criminal penalties violations, provides funding for hospitals and physicians for the adoption of health information technology, and requires notification to patients of a security breach. These broad new requirements will necessitate compliance by covered entities, business associates, and related vendors in the health care industry.

Unlike old provisions of The Privacy Rule, HITECH requires the application of HIPAA security and privacy provisions and penalties directly to business associates of covered entities. HITECH requires business associates to restrict the use and disclosure of PHI/ePHI and subjects business associates directly to civil and criminal penalties for violating HIPAA requirements in the same manner as covered entities. Business Associates are also now required to notify individuals specifically, as well as the Department of Health and Human Services if an individual's unsecured or unencrypted protected health information "has been, or is reasonably believed... to have been, accessed, acquired, or disclosed as a result of such breach."

All existing relationships must be evaluated for compliance and all new relationships must be formalized with HITECH provisions in mind. Also, now is the time to assess your candidacy for loan or grant funding available through ARRA. Incentive payments to providers and hospitals are slated to begin in 2011 and will phase-out through 2015.

The bottom-line is that covered entities and business associates now share many more joint responsibilities for the protection of ePHI than ever before, which will require attentiveness to the smallest of details, mature and frequently-maintained systems and processes/policies, and careful selection of business partners. Since the management of this risk is now legally shared, it is more critical than ever to know and trust your Business Associates.



For more information on how EagleEye Radiology can support your radiology department's compliance with this new law, please visit www.eerad.com or email info@eerad.com.

Maximizing the Role of the Radiology Medical Director

By Erlinda A. Doherty, Director of Marketing, EagleEye Radiology

To be effective, radiology medical directors need to do more than interpret studies. They should be clinicians, champions of quality imaging, leaders, educators, as well as be entrepreneurial. They are responsible for providing appropriate medical direction and overall supervision of the radiology department.

Medical directors need to assume an active role in the development and standardization of imaging and preparation protocols, clinical workflow, quality assurance, and peer review of exams. Without a dedicated medical director, high quality imaging and clinical service cannot be guaranteed.

Dr. Amy Kirby, EagleEye Radiology's Medical Director for Ponca City Medical Center's (PCMC) Radiology Department, works closely with technologists to develop imaging protocols for all modalities. She actively communicates with department staff to ensure that workflow is effective and streamlined and that PCMC's quality initiatives are advanced.

"I am the face of EagleEye Radiology here at Ponca City. It is my job to ensure that we, as a group, are serving the radiology needs of the Ponca City community," states Dr. Kirby.

Radiology medical directors must also engage with other medical staff to ensure that the radiology department is meeting the needs of other specialties. When Dr. Kirby came on board at this busy regional medical center in Ponca City, OK, she met with the medical staff to determine the needs of the various departments and develop radiology practices to meet their expectations.

Medical directors can also work with health facilities to help develop additional imaging service offerings. The new relationship with Dr. Kirby and the support of EagleEye's team of radiologists enabled PCMC to bring new services to the community. They now offer women's imaging studies, including mammograms, which are read onsite.

"We are looking forward to working with EagleEye and Dr. Kirby to continue to improve the diagnostic imaging services we offer to the communities we serve," stated PCMC Chief Executive Officer Andy Wachtel.

In compliance, with the Center for Medicare & Medicaid Services, EagleEye Radiology provides medical directors to all clients. For more information on how EagleEye Radiology can optimize, grow and retain radiology service offerings, please visit www.eerad.com or email info@eerad.com.



EagleEye Offers Exciting Positions to Radiology Candidates

Incorporated in 2006 by a group of military-trained radiologists, EagleEye Radiology, Inc. is a premier radiology services provider delivering seamless after-hours, daytime subspecialty, and onsite coverage tailored to our clients' needs. We are owned and operated by Board-Certified radiologists, many of whom trained at flagship military institutions. We have evolved into a dynamic and diverse group—as many of our radiologists have engaged in cutting-edge research, have chaired radiology departments at prestigious health facilities, and several even completing their graduate business degrees.

Quality, ethics, and discipline are key values of this group. Our motto is a simple statement from the naval tradition that represents a total commitment to accountability: "We have the watch." A radiologist who shares the same commitment to our values, professional ethics, and has an entrepreneurial spirit will thrive at our progressive group.

EagleEye is currently offering four exciting opportunities:

Central Midwest — A General Radiologist position is available at a 140-bed hospital in a location offering many outdoor activities, including golf, fishing, and camping. Experience with all modalities, including some basic Interventional, is required. The candidate will be supported by EagleEye's team of radiologists who will provide subspecialty reads and help with after-hours cover-

age. Excellent compensation and benefits offered.

Southwest — Two full-time positions are available in this region full of natural beauty, endless activities, and cultural experiences. A General Radiologist opportunity is available at a 150-bed suburban hospital, while a second General Radiologist position is available at a 50-bed facility. Both positions will have the back-up of EagleEye's team of radiologists to provide subspecialty reads and after-hours support. Excellent compensation and benefits offered.

Coastal Mid-Atlantic — A full-time General Radiologist position is available at a 75-bed hospital, located on the Chesapeake. The candidate will have the support of EagleEye's team of radiologists help cover the after-hours and subspecialty needs of the facility. Excellent compensation and benefits offered.

If you are interested in any of these positions, please email info@eerad.com or visit our website at www.eerad.com.