

COMPLIANCE Alert



Privacy Breaches: A Growing Trend?

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April 7, 2015

Recent news reports are becoming increasingly familiar as breaches of data seem to reflect a trend within the industry. In February 2015, Anthem Blue Cross reported that up to 80 million individuals may have had their data stolen. Just this past week, Premera Blue Cross, another health plan, reported that as many as 11 million customers may have been impacted by a recent security breach. These reports are very sobering to the industry and remind all of us to be ever more diligent in our protections of our member data.

At Universal American (UAM), we take the privacy of our members and beneficiaries very seriously. Our members are relying on us to safeguard their Protected Health Information (PHI) and Personally Identifiable Information (PII). For this reason, if you suspect that a member's or beneficiary's privacy has been compromised, you should immediately report your suspicion to your immediate supervisor and your organization's Compliance or Privacy Officer.

It is imperative that any potential or suspected breach of our Member information be reported to UAM timely. There are multiple ways to report this information:

- Via email to Compliance@UniversalAmerican.com
- Via UAM's Ethics Hotline 1-800-388-1563
- Directly to UAM's Privacy Officer via phone or email

UAM's Privacy Office will review and investigate any suspected breach, and, where appropriate, report the breach to a member, a client, a regulator or anyone else. UAM's Chief Privacy Officer is Steve Carlton, who can be reached at (407) 444-4098, or via email at scarlton@UniversalAmerican.com.

Protecting our members' privacy is the only way we can do the business. It is ***Doing the Right Thing***.