

IDENTITY THEFT RED FLAGS ESSENTIALS for the MEDICAL & HEALTH CARE INDUSTRY



FACTsheet

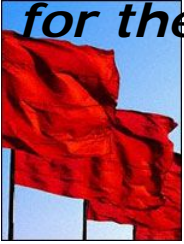
Ifida Known Enterprises™

for the RED FLAGS RULE

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**\$45 billion was lost to
Identity Thieves in 2007**

- Source February 2008 Javelin Identity Fraud Survey Report



Something Had to be Done...

The expression "red flag" signals "Danger: Be alert to problems ahead." For millions of consumers every year, identity theft is more than a threat — it's their reality. Businesses often bear the biggest part of the monetary damage from identity theft. But the economic, psychological, and emotional harm to victims can be devastating. And when the identity theft involves health information, the consequences can be particularly severe.

What is the Rule?

The Identity Theft Red Flags Rule implements section 114 of the Fair and Accurate Credit Transactions Act (FACTA). To combat identity theft, the Identity Theft Red Flags Rule requires all financial institutions and creditors to develop and implement a written identity theft prevention program. It is the Final Rule on Identity Theft Red Flags and Address Discrepancies Under the Fair and Accurate Credit Transactions Act of 2003, as published in the Federal Register, Vol. 72, No. 217, on Friday, November 9, 2007.

Under the Red Flags Rule, which became mandatory on November 1, 2008, certain businesses and organizations — including many doctor's offices, hospitals, and other health care providers — are required to spot and heed the red flags that often can be the telltale signs of identity theft. To comply with the new Red Flags Rule — enforced by the Federal Trade Commission (FTC), the federal regulatory agencies, and the National Credit Union Administration (NCUA) — medical, dental and orthodontist offices, surgical centers, health care clinics and hospitals need to develop a written "red flags program" to prevent, detect, and minimize the damage from identity theft and medical identity theft.

Who is Covered by the Rule?

The Rule applies to a Doctor, Hospital, Medical Service Provider or creditors such as Public Hospitals or Private Hospitals
Medical Service Providers:

Acupuncturists	Family Practice Doctors	Orthodontists
Allergists	General Practitioner	Orthopedic Specialists & Surgeons
Cardiologists	Immunologists	Pediatric Orthopedic Surgeons
Chiropractors	Neurologists	Pediatricians
Dentists	Obstetricians/Gynecologists	Physical Therapists
Dermatologists	Oncologists	Plastic Surgeons
Dietitians	Optometrists	Psychiatrists & Psychologists

What are the Compliance Requirements?

The Rule mandates that each entity:

- Perform a Risk Assessment
- Identify all Covered Accounts
- Identify Relevant Identity Theft Red Flags for Covered Accounts
- Implement Appropriate Detection and Response Procedures
- Develop a Written Identity Theft Prevention Program
- Obtain Board of Directors Approval
- Train Appropriate Staff
- Update the Program & Training with changes in Identity Theft Techniques
- Review Compliance at least Annually

In addition, your program must spell out how it will be administered. The program should be appropriate to the size and complexity of your company or organization, as well as the nature of your operations.

What is the Compliance Deadline?

The mandatory compliance **deadline is August 1, 2009.**

Visit us at: www.IfidaKnown.com or call us @ 443.804.7787

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What Does it Cost to Comply?

It could cost your Medical Practice/Hospital hundreds of hours and thousands of dollars to develop a program! However, with Ifida Known Enterprises (IKE), our knowledge, expertise, dedication, and assistance saves you the time, hassle and headache of putting it all together on your own and keeping up with the relentless and ever-changing techniques and scams used by identity thieves.

What are the Consequences?

Non-compliance penalties can include:

- Loss of Credentials
- Cease and Desist Orders
- Loss of Patients
- Negative Publicity
- Lowering of Examination Rating
- Civil Financial Penalty Per Violation
- Increased Legal Expenses
- Privileges Revoked
- Consumer Lawsuits
- Heightened HIPAA Evaluation & Scrutiny

How Can We Comply?

In just **5 Easy Steps** IKE's team will design your Red Flags Program to fit each of your practice locations while giving your doctors, employees and staff specialized insights and training into the emerging and costly issues of all areas of identity theft, including but not limited to medical, financial, professional and legal identity theft. **When the FTC comes knocking, you can be assured you will be fully compliant!**

Utilizing IKE's specialized training and unique background in privacy, safety, security, identity theft, asset protection and loss prevention, our company delivers an unprecedented Red Flags Program.

This allows you to do what you do best – practice medicine!

What We Offer:

- Identity Theft Risk Audit & Assessment
- Construction of Your Individualized Red Flags Program
- Appropriate Detection & Response Procedures for Each of Your Locations in your Practice
- Written Identity Theft Prevention Program
- Trainings for Executive Staff & Board Members, Management Level Staff & Office Employees & Staff
- Certification & Verification of Trainings for all Staff & Doctors
- Compliance & Quarterly Status Reports
- Ongoing Maintenance Program
- Time-sensitive Alerts & Periodic News Releases
- Annual Red Flag's Update Manual
- Red Flag's Newsletter
- Weekly email tips for avoiding current identity theft scams & frauds for all office staff

PLUS FREE Books to give to your Staff and or Patients as you choose! CALL for Details (a \$1000 value)

**The Only Red Flag
Compliance Program
You Need for Your Practice**