



# F.A.C.T.A. RED FLAGS PROGRAM

## for the MEDICAL & HEALTH CARE INDUSTRY

Ifida Known Enterprises™  
[www.IfidaKnown.com](http://www.IfidaKnown.com)

Keep your Practice safe and stay fully compliant with the FTC's ever-changing regulations...

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 medical, financial, educational institutions and all creditors to develop and implement a written identity theft prevention program. It is the Final Rule on Identity Theft Red Flags and Addresses 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 doctor's offices, hospitals, and other health care providers — are required to spot and heed the red flags that can be the telltale signs of identity theft. To comply with the new Red Flags Rule — enforced by the Federal Trade Commission (FTC) and several federal regulatory agencies — medical and dental offices, surgical centers, orthodontists, 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.

**Being HIPAA Compliant does not make you RED FLAGS Compliant!**

### 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 must be appropriate to the size and complexity of your practice, facility or organization, as well as the nature of your operations.

FOR MORE INFORMATION CALL

443.804.7787

OR

eMAIL [RedFlags@IFIDAKNOWN.COM](mailto:RedFlags@IFIDAKNOWN.COM)

Your Red Flags Field Agent and Training Consultant will team up with you to help you meet the requirements and deadlines of your FTC Red Flags Program.

**45 Billion Reasons Why You Should Have Your Red Flags Identity Theft Prevention Program in Place Immediately!**

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

- Source February 2008 Javelin Identity Fraud Survey Report

**Don't Miss Your May 1, 2009 Deadline for Full Compliance!**

It could cost your Practice/Hospital hundreds of hours and thousands of dollars to develop your own program! However, with Ifida Known Enterprises (IKE), our expertise, dedication, and assistance will save 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. For more than 30 years we have supported the development and use of privacy, safety, security, identity theft and loss prevention and asset protection in health care facilities, businesses, non-profit agencies, schools and universities. Today, IKE's support for identity theft prevention includes several Red Flags and HIPAA Best Practice programs for the medical and health care industries, onsite and online training and certification, online resources, and continuous alerts and notifications of the most recent identity theft scams and database breach techniques being developed and used by the thieves on a daily basis.

### 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

**When the FTC Comes Knocking, You Can Be Assured You'll 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
- 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!

(a \$1000 value)

"You are amazing. We can't even begin to thank you for all of your help!!!"

Niki M., PHR  
Director, Client Services  
C. C. I.

"It was more than we expected and it has taught me how to CHANGE MY LIFE."

-- D. Taylor, Richmond, VA

"I liked the tools used to make participants understand. Very lively, interesting and educational." - Tarana R.

Office Manager

**Learn More @ [www.IfidaKnown.com](http://www.IfidaKnown.com)**

# WE MAKE IT VERY EASY FOR YOU to Comply in just 5 EASY steps



Ifida Known Enterprises™

## For Red Flag Protection... the Benefits Are Clear

To meet the goal of not excluding any medical facility or health care practitioner we must ensure that our doctors, hospitals, clinics and specialists along with the support staff in their Practice's have the tools and the training they need to fully comply with the FTC Red Flags Regulations by the August 1, 2009 deadline. Red Flags Program policies and procedures from Ifida Known Enterprises (IKE) provides the medical and health care industry with industry-tested strategies and techniques used for better protecting their patients, staff and professionals from all forms of identity theft including but not limited to medical, dental, financial, legal and professional identity theft. Working with privacy, safety, security and identity theft protection specialists helps office staff and health care providers master, retain, and stay abreast of the ever-changing techniques and scams of today's fastest growing crime. Ifida Known Enterprises offers content focused RED FLAGS programs including thorough office audits, written policies and procedures, on-site and online training and certification programs and ongoing maintenance programs designed especially for the medical and health care industry with time-sensitive alerts and news releases.

### Some of what you'll learn...

- The latest changes in FACTA rules and regulations – how they affect your Practice
- How to assess your Practice for potential Red Flags and act now to eliminate them
- Could your Practice pass an FTC inspection tomorrow? We'll help you find out
- How to keep Identity Thieves and database breaches out of your Practice
- Your written Red Flags plan – what is it, how to create it, and guidelines for help
- New tips for using proactive privacy, safety, and security-audit tools
- How to keep your patients' and staff information protected, your Practice in compliance, and FTC inspectors at bay!

## Extend the Value of Your Red Flags Program Training

Convert your in-service training hours to Continuing Education Units. Many Medical Associations and Organizations, States, Dental and Orthodontic Associations, are authorizing IKE's trainings for CMEs, DCEs, CEUs. Check with your Red Flags Field Agent to see how easy it is to have your RED FLAGS Training & Certification approved for CMEs/CEUs. Or, take the next step and work with one of our affiliated Universities to convert your Practice's training program into actual college credit.



*Training Programs Are Scheduled to meet your specific needs*

Protecting Personally Identifiable Information is more than just good business practice ----  
It's the law!

With more than 50 million Americans without health insurance...  
Can You Really Afford Not To Comply?

Bring IKE into your Practice/Facility now ----  
and avoid costly FTC and HIPAA Fines in the Future!



***We Will Walk You Through***  
***This New FTC Regulation For The***  
***MEDICAL & HEALTH CARE INDUSTRY***