



FOOD IS MEDICINE™
— COALITION —

Office Hours

Food is Medicine Accelerator

April 6, 2023

HIPAA & Confidentiality

Presenters:

Dorella Walters – God's Love We Deliver

Dan Leary– Community Servings

Leigh Kalbacker – Community Servings

Rachel Landauer - CHLPI

Key Points: HIPAA & Confidentiality

HIPAA Overview

- What HIPAA is and what it does
- Who needs to comply with HIPAA
- Your organization's relationship with HIPAA
- Protected Health Information (PHI) and consent
- Legal implications, criminal and civil penalties, for breaches of PHI

Key Points: HIPAA Confidentiality

Strategies to Safeguard Client Information

- Receiving sensitive & PHI
- Secure Email Communication
 - Email encryption standards – National Institute of Standards & Technology
 - Secure email platforms
- Communicating about PHI via phone or in person
- How to handle PHI – confidential fax and paper management
- Consider establishing Privacy Team/Privacy Officer Responsibilities
- Planning for HIPAA Compliance – infrequent vs recurring investments

Key Points: HIPAA & Confidentiality

Information Technology

- Steps to secure PHI, e.g., password policy, mobile device management, securing workstations, network monitoring and protection
- Security Awareness Training
- Security Officer Responsibilities
- Written Information Security Program (WISP)
- Subservices & Compliance – when vendors have potential to access PHI
- Navigating Security Requirement Requests
- HIPAA and Social Media
- Remote workforce

Fundraising & Marketing

Stephen Covello – GLWD

Tim Leahy – Community Servings

Fundraising

- Year-long brand narratives and activation programs
- Donor retention
- Storytelling is key!
- Special events
- Corporate volunteer groups

Marketing

- Story Telling – include agency history and founding; what makes your program impactful; client stories; research; etc.
- Connect MTM and your mission
- Important to share facts and figures of who you serve
- Utilize simple statements and visuals
- Utilize images of your food – the food sells itself!
- Show ROI in simple statements
- Success stories