



Concept Searching News

Focus on...Healthcare and Protected Health Information

February 2009

As we move rapidly through the first quarter of 2009 I would like to thank all of our Partners and the Microsoft team for our success in 2008. Without your support we could not have achieved our goals. We are looking forward to continuing to build our relationships with you and delivering value-add solutions to our mutual clients throughout 2009.

Our newsletter focus is on the Healthcare Industry and highlights the solutions we are providing to effectively manage content and our **PHIdiscovery** solution that address the issues of privacy, security, and risk in a healthcare organization.

We have also announced the availability of industry specific taxonomies that can be used to jump-start an organization's deployment of our technologies as well as the ability to offer any Federal or DoD healthcare client an almost zero month ROI through repurposing the DoD Healthcare taxonomy currently in use at the **U.S. Air Force**.

Regardless of your industry, we invite you to explore these solutions and the benefits they deliver. As always we hope you enjoy the newsletter.

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Finding Unknown Protected Data Exposures



Effectively managing privacy data is a critical initiative in many organizations. A data breach or exposure can lead to severe repercussions both financially and legally. With new government oversight such as the Red Flag Rules from the Federal Trade Commission to the existing Health Insurance Portability and Accountability Act (HIPAA), the Gramm-Leach-Bliley Act (GLBA), the Sarbanes-Oxley Act (SOX), the Privacy Act, the Occupational Safety and Health Act (OSH Act), and the Payment Card Industry Standards, organizations are facing increasing pressure to ensure compliance and protection of data.

In This Issue

[Finding Unknown Protected Data Exposures](#)

[Red Flag Rules](#)

[4,300 Unsecured SSN's Found by PHIdiscovery](#)

[PHIdiscovery](#)

[New!! Industry Taxonomies Now Available](#)

[Government Healthcare Taxonomy Now Available](#)

[Concept Searching's Healthcare Solutions](#)

[Welcome New Alliances and Partners](#)

[Concept Searching Hires Industry Veteran](#)

[Compliance Partners](#)



New
Web Cast Links

PIIdiscovery and **PHI**discovery are based on Concept Searching's innovative technologies and can be configured to identify unknown data exposures when content is ingested or created. With the ability to identify PII or PHI from diverse repositories, including scanned documents, and automatically classify that content, organizations can proactively identify potential vulnerabilities and exposures that the organization was completely unaware of.

Click [here](#) to read more about **PHI**discovery and **PHI**discovery

PHIdiscovery



The identification and potential exposure of Protected Health Information (PHI) poses risks and challenges to any healthcare organization that must comply with diverse regulatory and government mandates. With the ever growing expansion of the volume and proliferation of data within an organization it is becoming more difficult to not only identify unknown potential exposures but also evaluate and dispose of the content assets according to established guidelines once they are found.

An often overlooked issue and a growing problem is the inability to identify PHI that falls outside of the boundaries of even the most comprehensive compliance and security processes. With PHI being communicated in emails, faxes, unstructured content, and traditional paper forms, the chances of unprotected privacy information becoming a compliance liability is inescapable.

Concept Searching's **PHI**discovery solution augments traditional products and compliance processes within an organization by discovering where unknown privacy data exists. Fully integrated with Microsoft SharePoint, the PHI exposure results can be automatically routed to SharePoint's Record Center or to a file for further disposition and analysis.

Fully customizable to identify unique or industry standard PHI descriptors, content is automatically meta-tagged and classified to the appropriate node(s) in the PHI taxonomy based upon the presence of PHI from within the content. Once tagged and classified the content can be managed in accordance with regulatory or government guidelines.

4,300 Unsecured Social Security Numbers Found by PHIdiscovery

The average cost of a data breach is \$6.3 million and ranges from \$225K to \$35 million. The per record cost ranges from \$90 to \$305. **PHI**discovery offers a compelling ROI. At an average per record cost of \$197, a healthcare government agency utilizing **PHI**discovery was able to identify 681 records from one website alone that contained social security numbers, an exposure that would have cost them \$134,157.00. In a portal search, **PHI**discovery was able to identify 4,300 social security numbers resulting in a potential data breach that would have cost a minimum of \$847,100.



Red Flag Rules - Coming to Healthcare Organizations in May



Healthcare organizations are very familiar with HIPAA and JCAHO, but perhaps not as familiar with the Federal Trade Commission 'Red Flag Rules'. Coming as a surprise to many healthcare organizations, the FTC's 'Identity Theft Red Flag Rule'

Technology Web Casts

[Data Privacy & Security - Personally Identifiable Information & Protected Health Information](#)

[Understand Our Value Proposition - Watch The Sound Bite Here](#)

[conceptClassifier Enhancing ECM](#)

[See How We Integrate with Microsoft Office & Deliver Governance at the Desktop](#)

[Learn About Our Easy to Use Taxonomy Manager](#)

Client Web Cast

[US Air Force Medical Presentation for InterSymp 2008](#)

Microsoft Links

[Microsoft Office Solutions Directory](#)

[Microsoft Enterprise Search Partner](#)

[Microsoft Enterprise Search Blog - July 7th](#)

[Microsoft Enterprise Search Blog - September 2nd](#)

[Microsoft - Concept Searching Case Study](#)

[Mark Harrison Blog - November 12th](#)

Compliance Partners



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also applies to healthcare organizations. The rules state that a creditor has a duty to protect against identify theft in connection with a covered account that a financial institution or creditor offers or maintains, primarily for personal, family, or household purposes, that involves or is designed to permit multiple payments or transactions. The Federal Trade Commission further clarified the rule to apply to non-profit as well as government entities if they defer payment for goods or services.

The regulation states that a Red Flag Program should provide for appropriate responses to the Red Flags detected that are commensurate with the degree of risk posed. In reading the original draft of the legislation this section references an assessment of risk to both the customer and to the financial institution or creditor.

This is a human assessment that must take place each time a Red Flag is detected in order to gauge a response. You must not only consider the type of Red Flag, but its timing with other "aggravating factors" that may increase the risk of identity theft. The regulation provides two examples of aggravating factors; (1) the institution has experienced a breach of security that resulted in the unauthorized access of loss of personal data of customers, or (2) you become aware that a customer has provided information related to a covered account to someone who is fraudulently claiming to represent the financial institution or creditor, or to a cloned website. There are surely other aggravating factors, such as the customer reporting to you that they have seen other evidence of fraud or abuse of their identifying information.

When asked for clarification for healthcare, the FTC explained that any company that provides goods or services and does not require payment in full at the time of delivery of those goods or services may fall into this category. Hospitals and other health care organizations allow patients to obtain services and then bill in arrears, sometimes allowing a patient to make payments over time to complete their obligation. In addition, Section 114 cites the potential of medical fraud specifically as a problem that needs to be addressed, because there is more than just the financial risk at stake. If a criminal obtains medical treatment using a fraudulent identity the potential exists for the medical records of the victim to become mixed with the medical history of the criminal who obtains the services. This could lead to serious consequences in the treatment of the victim in the future. For this reason, the requirement of health care companies to know "with a reasonable certainty" the identity of each person obtaining treatment is paramount.

Some healthcare organizations have asked if HIPAA requirements will also satisfy Red Flag. While HIPAA focuses on the protection and use of consumer non-public information to keep it out of the hands of criminals and others who would misuse the information, Red Flag focuses on identifying and validating "persons" in relation to the information they present to you. Both are very important and interlocking objectives, but not the same.

Healthcare organizations must comply by May, 2009.

Using Concept Searching Solutions in Healthcare



Healthcare entities need better ways to access rich data and content to deliver better care to patients and improve organizational performance. Effective information management requires the means to connect and collect information from many different data sources. Providing the ability to automatically recognize the relationships between content ultimately improves the capability of the organization to provide better services and at the same time increase productivity and reduce costs. It is more

than just capturing a flood of data but the real key is to transform the data into useful and relevant information.

Refining the retrieval of relevant information and improving the findability of information to make decisions and improve collaboration in healthcare is not only important but critical to outcomes. At the heart of the matter is the ability to generate metadata that provides meaning to content, ideally without manual intervention. Unlike traditional approaches that generate metadata in single words, our unique compound term processing will generate metadata using multi-word terms, acronyms as well as keywords. This ability to generate concepts when

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Ascentium is an interactive marketing and technology consultancy that delivers award-winning experiences, products, and information-driven business solutions. From strategic marketing initiatives to full back-office implementations, we connect you with inspired, effective ideas, and then bring them to life—always keeping sight of what tangible business results look like for you and your organization.

BT Global Services

www.ins.com

BT in the U.S. and Canada provides solutions that help enterprises effectively use technology to drive business growth. The expertise of more than 4,000 employees enables them to help customers globalize their businesses in innovative and sustainable ways. Through strategic development, strong partnerships and a diverse collection of best practices and methodologies, BT has emerged as a leader in networked IT services providing professional services and consultancy, managed services and full outsourcing for business and IT transformation.

Catapult Systems

www.catapultsystems.com

Catapult Systems is a Microsoft technology consulting company that provides application development, enterprise solutions and infrastructure services. Their experienced teams use a proven approach and a personal relationship style to deliver the right solutions for their clients. They are a Microsoft National Systems Integrator (NSI), and have been building business-critical systems and helping their clients maximize their investment in Microsoft technology since 1993.

Hitachi Consulting

www.hitachiconsulting.com

Hitachi Consulting is the global business and IT consulting company of Hitachi Ltd., and a recognized leader with deep industry, business, and technology experience. From business strategy development through application deployment, Hitachi Consulting is committed to helping clients quickly realize measurable business value and achieve sustainable ROI.

content is ingested or created enables the identification of content that is highly correlated to a particular concept, thereby significantly improving search.

In a healthcare example, a search for 'survival rates following a triple heart bypass' will locate documents about this topic even if this precise phrase is not contained in any document. Utilizing compound term processing key concepts are extracted, in this case 'survival rate' and 'triple heart bypass' and these concepts are then used to select the most relevant documents.

Interested in learning more? Click [here](#) to read our whitepaper published in KM World Magazine.

DoD Healthcare Taxonomy Delivers Almost Immediate ROI

By utilizing government developed taxonomies currently in use at the U.S. Air Force Medical Service, Concept Searching technologies were deployed at a Department of Defense Health Affairs Component, and estimated that the implementation and deployment time was reduced by 6 to 12 months, representing a savings of between \$150K and \$300K. In this particular client situation, the taxonomy was implemented in two weeks. With 27,000 unique metadata descriptions the taxonomy can be easily modified, maintained, or customized to meet the specific requirements of the organization.



Industry Specific Taxonomies Now Available

Concept Searching has leveraged over fifteen years of taxonomy development expertise and are pleased to announce that industry specific taxonomies are now available. The taxonomies cover business and industry topics and will be regularly expanded to include additional topical domains. To find out more about our taxonomy solutions please click [here](#).

Welcome New Alliances and Partners



Portal Solutions

Portal Solutions - Portal Solutions, a Microsoft Gold Certified Partner has been implementing Microsoft SharePoint since its introduction to the market. Their technical expertise is highly regarded by Microsoft and the entire SharePoint community. Over the last seven years, they have successfully completed dozens of implementations across many different industries and user environments. With their exclusive focus on SharePoint-based solutions, they have crafted a highly efficient process -Envision, Architect, Develop, Launch, and Optimize - that enables them to consistently exceed client expectations. Please visit their website at www.portalsolutions.net.

RBA Consulting

RBA Consulting (RBA) with locations in the Twin Cities and Dallas markets offers a broad portfolio of technology and business solutions, RBA is quickly becoming known as a different kind of consulting company, where only the best make the team and those great people do even greater things - both for their team and for their clients. RBA specializes in Project Management, Application Development Portals and Collaboration, and Infrastructure and Security. RBA has numerous Microsoft certifications and competencies and is a Microsoft Gold managed partner. Please visit their website at www.rbaconsulting.com.

InfoReliance

www.inforeliance.com

InfoReliance Corporation is an Information Technology (IT) firm that builds, deploys and manages custom, Web-based software solutions that transform the business operations of federal government agencies. Known for delivering large-scale, highly complex software applications for defense and civilian organizations. Founded in 2002, they are headquartered in Fairfax, VA.

Pariveda Solutions

www.parivedasolutions.com

Pariveda Solutions is in the Business of IT®. They empower Information Technology organizations to function more like services companies inside their corporate enterprises. From the way they define their internal strategy, to the way they deploy their resources and provide value to the business, their proven methodology drives costs out of IT while improving internal service quality and responsiveness. This organizational transformation is necessary and foundational for any IT enterprise engaging in the Business of IT®. They are headquartered in Dallas, Texas.

Planet Technologies

www.go-planet.com

Planet Technologies is recognized world-wide as a leader in the integration and customization of Microsoft technologies, architecture, security, and management consulting. Planet Technologies offers international IT services and business consulting with expertise in the integration and customization of Microsoft technologies and data center solutions for the Public Sector, Service Providers and enterprise clients.

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Earley & Associates

Earley & Associates, founded in 1994 is an information management (IM) consulting company specializing in: taxonomy development and management; content management strategy; search integration; and usability and information architecture. They work with companies in a broad range of industries including e-commerce, life sciences, non profit, and government building solutions that increase information management competency and knowledge while delivering results that meet business goals. Please visit their website at www.earley.com.

Grant Thornton LLP

Concept Searching has formed an alliance with Grant Thornton LLP. Grant Thornton LLP will be using Concept Searching's technologies to deliver enhanced eDiscovery services to clients. The independent firms of Grant Thornton International Ltd provide personalized attention and the highest quality service to public and private clients in more than 100 countries. Grant Thornton LLP is the U.S. member firm of Grant Thornton International Ltd, one of the six global audit, tax and advisory organizations. Grant Thornton International Ltd and its member firms are not a worldwide partnership, as each member firm is a separate and distinct legal entity. Please visit their website at www.grantthornton.com.

Concept Searching Hires Industry Veteran

Concept Searching has hired industry veteran Don Miller as Vice President of Business Development. The addition of Miller to Concept Searching's management team will provide additional depth and experience to handle Concept Searching's rapid growth. Miller comes to Concept Searching with more than sixteen years of business development experience and has successfully delivered top performing sales results for a variety of companies in the industry. Prior to Concept Searching Miller has served in senior management positions at Interse, Mondosoft, Inc. and Fatwire, Inc. In these roles, Miller was responsible for managing U.S. sales teams, client relationships, channels, OEM and co-branded partners. Read the [press release](#).

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