**HIPAA-compliance: Know your potential vulnerabilities**

The Health Insurance Portability and Accountability Act of 1996 (HIPAA) set forth strict measures to protect the personal and health information (PHI) of patients. These are many practices that have not yet implemented even the basic of HIPAA compliance. HIPAA regulations include civil penalties for willful neglect that can reach up to $250,000 with repeat violations drawing fines up to $1.5 million. Criminal penalties, including jail time, are also possible. Historically, there have been few consequences and enforcement was virtually nonexistent. Those days are gone. Enforcement is up and hefty fines are now getting people’s attention.

During the 20 years since HIPAA was introduced, new standards have been implemented, including the introduction of the Health Information Technology for Economic and Clinical Health (HITECH) Act, which widened the scope of HIPAA security and privacy protections. It increases legal liability for noncompliance and provides significantly more enforcement. Some believe compliance ends with the scope of HIPAA. E-mail, while efficient, is no longer safe, secure, and cost-effective, is wide-open for the world to see. Consequently, the Security Rule mandates that providers must implement appropriate policies and technical and physical safeguards for information systems that maintain e-PHI, including email. What measures can you take to ensure your email is adequately encrypted and PHI is protected? The MDA endorses AppRiver as a preferred provider of encrypted email, including email archiving. AppRiver offers tools that are easy, effective and affordable for practices of all sizes. Learn what AppRiver can do for you at booth 415 at Annual Session. As a member of MDA by pricing, visit 411.appriver.com/MDA or call 866-223-4645 and speak with AppRiver directly.

**MDA Insurance brings home 3 more national awards**

By Dale Nester, Chair, MDA Insurance and MDA Services

The Professional Protector Plan (PPP) Symposium is held every other year to allow insurance professionals the opportunity to explore emerging ideas in professional liability and to celebrate leaders in the insurance industry. Historically, MDA Insurance has received numerous accolades for its stellar performance for new business production for the PPP. This year was no exception. At the event in January, MDA Insurance was recognized as the national leader in PPP new business production for both 2013 and 2014 from a field of 52 candidates representing all 50 states, Puerto Rico and the U.S. Virgin Islands. Additionally, the 2014 Associate of the Year was awarded to our very own Misty Haigh for her passion, knowledge and commitment to customer service. This is the seventh time in 13 years our agency has won top producer honors.

I had the privilege of attending this prestigious event with MDA Insurance & Financial Group President Craig Start; Property and Casualty Director Jeff Spindler; Commercial Lines Manager Tina Croyler; Commercial Lines Representative Jill Anderson; and Commercial Lines Coordinator Misty Haigh. It was an educational and rewarding experience. It’s clear our insurance agency is widely respected for its dedication to our members’ best interests and its knowledge and commitment. Congratulations to the commercial lines staff!

To find out more about what MDA Insurance can do to protect you and your practice, call 800-860-2272 and speak to Misty Haigh (ext. 449) or Tina Croyler (ext. 448). They are happy to answer your questions and share details about the PPP.
Register now for CNA Risk Management course at Annual Session; get a premium discount

All dentists want to reduce the risk of a patient injury, increase patient satisfaction and manage their liability exposure. You and your entire office staff can register now to attend the CNA Dental Professional Liability Risk Management seminar, to be held at 8 a.m. on April 14, during the MDA Annual Session in Novi. The cost is just $75 per person. Ron Zentz, DDS, and Lynda Furner, JD, will present. All attendees who complete the course will earn a 7.5 percent professional liability premium discount for three years, if insured by the CNA Professional Protector Plan. All attendees will receive 4.5 hours of continuing education credits.

The Dental Professional Liability Risk Management Seminar is designed for dentists and staff members. The program emphasizes a preventive, team approach to patient safety and risk management that will help enhance patient care and reduce the risk of a malpractice claim. Through discussion of actual claims, patient care scenario videos and examples, this course will help attendees understand patient concerns, practice operations and clinical procedures that may lead to dissatisfaction and claims, and how to manage or prevent them.

Course topics include: claims trends, the identification and management of various clinical treatment risks and adverse events; staff and patient communications; informed consent, informed refusal; legal information; record keeping and documentation practices; emerging risk issues.

To register, visit smulichica.com/pro. Click on CE Courses, Annual Session. Hurry—seats fill up fast!

Thursday, April 14

Managing Profitability in 2016 and the Challenges to Expect Michael Cuthbert, CFP, TSI

Time: 10:30–11:30 a.m.

Faced with rising operational costs, dentists need new ideas for collecting co-pays and deductibles from patients. This Hot Topic will help you understand the benefit of establishing and abiding by a written billing procedure, as well as the risk of offering a sliding scale. In addition, new technology will be demonstrated to help address cash flow management. TSI will also be at booth 423 for additional questions. Course #12

Thursday, April 14

Teo, Seven Pillars of Modern Practice Marketing Mike Sula, Web Presence Adviser, Officite

Time: 1:30–2:30 p.m.

Join us for a deep dive into seven modern marketing strategies proven to build success for dental practices across the nation! This course will analyze the evolution of tech-savvy practice marketing strategies such as websites, social media and print, and will outline new techniques and technology developments that will keep you ahead of the curve and on top of your market. You can also visit Officite at booth 417. Course #20

Friday, April 15

Preparing for Practice Change and Growth Ron Cash, TSI

Bank of America and Mike Meyers, CCIM, Prosperity Partners

Time: 10–11 a.m.

Are you ready to expand your practice beyond a single dental office? Should you start from scratch or acquire an existing building? Should you buy or lease a building? Is your practice ready for sale? Do you have a team of experts poised to assist with your expansion? Join us to review the various aspects of practice change and growth that will determine the answers in one place, in one hour! You can also visit Bank of America at booth 421. Course #31

Demandforce acquired by Internet Brands

Internet Brands, a software, services and online media organization founded in 1998 recently acquired Demandforce. Internet Brands is an online pioneer with an industry-leading portfolio of software, data services, hosting and marketing services, and consumer Websites. Demandforce is endorsed by the MDA for electronic patient communications. Internet Brands will ensure that Demandforce continues to effectively meet and exceed the needs of our members and is fully committed to continued support of Demandforce. To order your MDA Television channel, sign up at booth 420 during the MDA Annual Session.

MDA Services offers cardholders added convenience at Rite Aid

In addition to Demandforce being accepted by more than 150,000 enrolled health care providers, including over 65,000 dental practices, CareCredit card is now accepted at nearly 4,800 Rite Aid stores in the U.S.

This exciting new step marks the expansion of CareCredit’s acceptance network into health-focused Venues. CareCredit’s 10 million cardholders will now have added flexibility in managing their health, wellness, and everyday personal expenses, including dental care. The MDA endorses CareCredit for patient financing. MDA members can get started with CareCredit for just $25. Be sure to tell CareCredit you are an MDA member! Practices ready to add CareCredit and help more patients access needed care can call 800-300-3546, ext. 4519.

Visit CareCredit during Annual Session at booth 421.

Glove program introduces mobile app, flavored gloves, expands product lineup and more!

MDA Services Gloves, known nationally as Association Gloves, now has a mobile app to make it even easier to buy the products you use every day. Download the “Association Gloves” app from the Apple App Store or Google Play. Use the app to place an order and receive 5% off a purchase of $175 or more.

Check out some of our new products today, please visit our booth at 414.

- DermAssist COATS (powder-free latex) at $72 per case of 1,000 gloves
- NitrilDerm COATS (nitrile) gloves at $12.50 for a case of 2,000 gloves
- Also new to our catalog, eScapes Dental TV Plak Smacker: Powder-free latex gloves are available in cherry (pink), tropical fruit (yellow), mint (white), bubble gum (blue), grape (purple) and apple green (green). They cost just $94 per case of 1,000 gloves.
- Nitrile are available in cherry (white) and vanilla (blue). They are $73.50 per case of 1,000 gloves.

Back in the lineup are gloves from Innovative Dental Systems: Powder-free latex gloves are available in cherry (pink), mint (white), bubble gum (blue), grape (purple) and apple green (green).

They cost just $94 per case of 1,000 gloves.

FREE Medicare seminars offered

If you are turning 65 or have recently turned 65, take this opportunity to significantly expand your understanding of Medicare and your Supplemental Coverage Options by attending a seminar by our highly trained Medicare advisory team. The seminars will be held at MDA Headquarters, 3657 Okemos Road, Okemos, MI 48864.

Here are upcoming seminar dates:
- March 23, 1–3 p.m.
- March 31, 1–3 p.m.
- April 1, 2, 1–3 p.m.
- April 6, 2016, 1–3 p.m.
- April 11, 1–3 p.m.
- April 13-16, 2016

To register or for more information, contact Rick Seely, a Medicare advisory team member, at 774-906-9924, ext. 411, or via email at rseely@mdaifg.com.

**Quote request forms will be available at booth 414 at Annual Session.**