## **Compliance Update**

## Year in Review

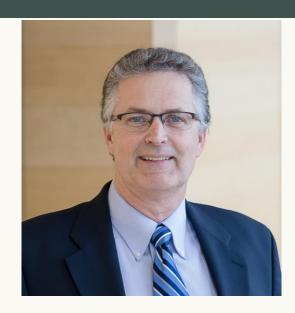
November 2, 2023

| Presented by Kim C. Stanger



/ Holland & Hart

## Today's Presenter



Kim C. Stanger

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Kim Stanger is a partner in the Boise office of Holland & Hart LLP and the chair of the firm's Health Law Group. Mr. Stanger helps clients navigate complex state and federal regulations and practical uses facing the healthcare industry, including transactional, compliance, and administrative matters.

He is consistently named as one of the Best Lawyers in America® for Health Care Law by U.S. News and a Mountain States Super Lawyer. He has been repeatedly awarded the Best Lawyers® Health Care Law "Lawyer of the Year" for Boise. He is a member of the American Health Law, Past President of the Idaho Bar Association Health Law Section, and a frequent author and speaker on health law-related issues.

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## Agenda

- End of PHE
- Fraud and Abuse
- HIPAA and Data Privacy
- Information Blocking
- Al Issues
- Telehealth
- No Surprise Billing Rules
- Hospital Price Transparency
- Telephone Consumer Protection Act (TCPA)
- Antitrust
- Anti-Discrimination Laws
- Reproductive Rights
- Minor Consents



# **End of Public Health Emergency**

## PHE ended 5/11/23



### Hospitals and CAHs (including Swing Beds, DPUs), ASCs and CMHCs: CMS Flexibilities to Fight COVID-19

At the beginning of the COVID-19 Public Health Emergency (PHE), CMS used emergency waiver authorities and various regulatory authorities to enable flexibilities so providers could rapidly respond to people impacted by COVID-19. CMS developed a cross-cutting initiative to use a comprehensive, streamlined approach to reestablish certain health and safety standards and other financial and program requirements at the eventual end of the COVID-19 public health emergency.

This CMS cross-cutting initiative focused on evaluating CMS-issued PHE waivers and flexibilities to prepare the health care system for operation after the PHE. This review happened in three concurrent phases:

- CMS assessed the need for continuing certain waivers based on the current phase of the PHE. Since the beginning of the PHE, CMS has both added and terminated flexibilities and waivers as needed. In doing so, CMS considered the impacts on communities — including underserved communities — and the potential barriers and opportunities that the flexibilities may address.
- CMS assessed which flexibilities would be most useful in a future PHE, such as natural and man-made disasters and other emergencies, to ensure a rapid response to future emergencies, both locally and nationally, or to address the unique needs of communities that may experience barriers to accessing health care.
- 3. CMS is continuing to collaborate with federal partners and the health care industry to ensure that the health care system is holistically prepared for addressing future

- COVID-19 vaccination requirements
- Stark law waivers
- Telehealth
- Staff licensure
- Conditions of participation
- Discharge planning
- CAH bed count and length of stay
- ASC temporary hospital status
- Others

See <a href="https://www.cms.gov/files/document/hospitals-and-cahs-ascs-and-cmhcs-cms-flexibilities-fight-covid-19.pdf">https://www.cms.gov/files/document/hospitals-and-cahs-ascs-and-cmhcs-cms-flexibilities-fight-covid-19.pdf</a>



## Beware PHE fraud and abuse issues...



## Fraud and Abuse

# False Claims Act (FCA)

- Cannot knowingly submit a false claim for payment to the federal govt, e.g.,
  - Not provided as claimed
  - Substandard care
  - Failure to comply with applicable regulations, e.g.,
    - Conditions of payment
    - Anti-Kickback Statute and Stark
- Must report and repay an overpayment within the later of 60 days or date cost report is due.

(31 USC 3729; 42 USC 1320a-7a(a); 42 CFR 1003.200)

#### Penalties

- Repayment plus interest
- Civil monetary penalties of \$11,803\* to \$23,607\* per claim
- Admin penalty \$22,427\* per claim failed to return
- 3x damages
- Exclusion from Medicare/Medicaid
   (42 USC 1320a-7a(a); 42 CFR 1003.210; 45 CFR 102.3; 86 FR 70740)
- Potential qui tam lawsuits



## False Claims Act Developments

- FCA liability requires that the defendant act "knowingly," i.e.,
  - Actual knowledge
  - Deliberate ignorance
  - Reckless disregard of the truth or falsity, including substantial and unjustifiable risk of falsity.
- Depends on plaintiff's knowledge and subjective belief.
  - Cannot avoid liability by establishing objectively reasonable interpretation of ambiguous law.

(US ex rel. Schutte v. SuperValue, Inc. (S.Ct. 2023))

# False Claims Act: Penalties





# False Claims Act: Application

- Former VP brought qui tam action claiming health system violated FCA, AKS, and Stark:
  - Medical directorships > fair market value
  - Provide free PAs, billing, and admin support to referring physicians, including free support to help physicians catch up on documentation.
  - Paying overhead costs of referring physicians.
  - Billing Medicare/Medicated for services provided without supervisory physicians onsite.
  - ➤ No oversight and no records maintained to justify compensation.
- Settled for \$69 million



# Anti-Kickback Statute (AKS)

 Cannot knowingly and willfully offer, pay, solicit or receive remuneration to induce referrals for items or services covered by government program unless transaction fits within a regulatory safe harbor.
 USC 1320a-7b(b); 42 CFR 1003.300(d))

"One purpose" test
 (US v. Greber, 760 F.2d 68 (1985))

#### Penalties

- Felony
  - 10 years in prison
  - \$100,000 criminal fine
- \$112,131\* civil penalty
- 3x damages
- Exclusion from Medicare/Medicaid
   (42 USC 1320a-7b(b); 42 CFR 1003.310; 45 CFR 102.3)
- False Claims Act violation
  - Must report and repay
  - \$11,803 to \$23,607 per claim
  - Qui tam lawsuits

(42 USC 1320a-7a(a); 42 CFR 1003.210; 45 CFR 102.3)

 Minimum \$100,000 settlement through selfdisclosure protocol.
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## **Anti-Kickback Statute**

Remuneration
+Intent to induce
referrals for items
payable by federal
program
AKS violation

"One purpose" test

- Safe Harbor, e.g.,
  - Employment
  - Personal services
  - Leases
  - Group practice
  - Others
- ✓ Advisory Opinion

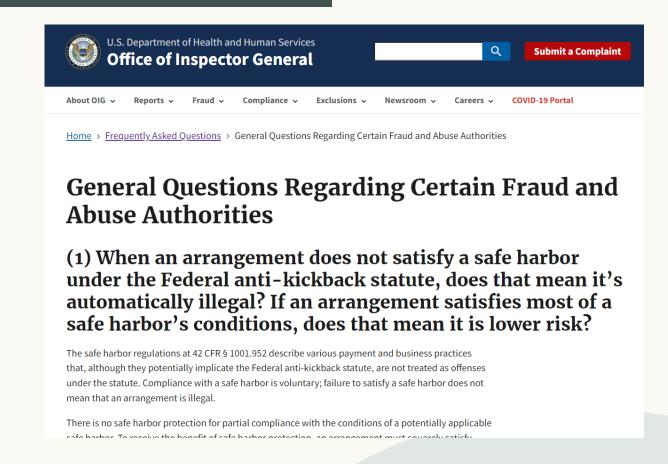
## **AKS Developments**

- In 12/22, CCA 2023 enacted new AKS exception for physician wellness programs.
  - Hospitals, ASCs, SNFs and certain other entities may offer a bona fide mental health or behavioral health improvement or maintenance program to physicians who practice in the area serviced by the facility.
  - Effective for programs after 12/29/22.

(42 USC 1320a-7b(b)(3))

## **AKS Developments**

- OIG FAQs re Fraud and Abuse Authorities, <a href="https://oig.hhs.gov/faqs/general-questions-regarding-certain-fraud-and-abuse-authorities/">https://oig.hhs.gov/faqs/general-questions-regarding-certain-fraud-and-abuse-authorities/</a>
  - Effect of failure to fit safe harbor
  - AKS v. CMPL v. Stark
  - Cash, cash equivalents, and "in-kind" gift cards
  - AKS and EHR vendors
  - Referrals between entities with common ownership
  - ASC safe harbor
  - Inflation caps
  - PBMs
  - Others





# Eliminating Kickback in Recovery Act (EKRA)

• Cannot solicit, receive, pay or offer any remuneration in return for referring a patient to a <u>laboratory</u>, recovery homes or clinical treatment facility unless arrangement fits within regulatory exception.

(18 USC 220(a))

 Applies to referrals paid by private or public payers.

#### Penalties

- \$200,000 criminal fine
- 10 years in prison
   (18 USC 220(a))

#### Beware:

- Few statutory safe harbors.
- No regulatory safe harbors.
- Cases suggest DOJ may interpret and apply EKRA broadly to combat fraud and abuse in labs. (See, e.g., US v. Schena (N.D. Cal. 2022); S&G Labs Hawaii v. Graves (D. Haw. 2021))
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# Ethics in Patient Referrals Act (Stark)

- If physician (or family member) has financial relationship with entity:
  - Physician may not refer patients to entity for designated health services (DHS), and
- Entity may not bill Medicare or Medicaid for such DHS <u>unless</u> arrangement fits within a regulatory exception.
   (42 USC 1395nn; 42 CFR 411.353 and 1003.300)

### **Penalties**

- No payment for services provided per improper referral.
- Repayment w/in 60 days.
- Civil penalties.
  - \$27,750\* per claim submitted
- \$174,172\* per scheme(42 CFR 411.353, 1003.310; 45 CFR 102.3)

#### **Beware**

- Strict liability statute.
- Likely False Claims Act violation
- Likely Anti-Kickback Statute violation



## Stark

### Only applies if:

### **Physician or Family Member**

**Financial** 

Referral

MD

• DO

Dentist

Oral surgeon

- Podiatrist
- Optometrist
- Chiropractor

(42 CFR 411.351 and 411.353)

### **Designated Health Service ("DHS")**

- Inpatient/outpatient hospital services
- Outpatient prescription drugs
- Radiology and certain imaging services
- Radiation therapy and supplies
- Clinical laboratory services
- Physical, occupational, or speech therapy
- Home health services
- Durable medical equipment and supplies
- Prosthetics and orthotics
- Parenteral and enteral nutrients, equipment, and supplies
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## Stark

Financial
arrangement with
physician or family
+member
Referrals for DHS
Stark violation

- ✓ Safe Harbor, e.g.,
  - Employment
  - Personal services
  - Leases
  - Group practice
  - Others
- ✓ Advisory Opinion

## Stark Law Resolutions

- CMS working to resolve backlog of self-disclosures.
- Settlements are small % of potential exposure.
- Recent Stark
   changes have made
   it easier to comply
   and withdraw from
   SRDP.

Specialty Hospital Issu

Frequently Asked Quest

Archives

#### **Self-Referral Disclosure Protocol Settlements**

The CMS Voluntary Self-Referral Disclosure Protocol (SRDP) enables providers of services and suppliers to self-disclose actual or potential violations of the physician self-referral statute. The following table displays settlements to date and will be updated on a yearly basis.

Calendar Year	Number of Disclosures Settled	Range of Amounts of Settlements	Aggregate Amount of Settlements
2011	3	\$60-\$579,000	\$709,060
2020	36	\$33-\$952,300	\$4,344,966
2021	27	\$631-\$1,110,148	\$1,988,451
2022	104	\$299 - \$1,171,174	\$9,287,866
Totals	502	\$33 - \$1,196,188	\$47,444,700

As of December 31, 2022, an additional 232 disclosures to the SRDP were withdrawn, closed without settlement or settled by CMS' law enforcement partners.

in the extential violations of the physician

confidence on an aggregate basis.

No page



## Stark Law Developments

- In 12/22, CCA 2023 enacted new Stark exception for physician wellness programs.
  - Hospitals, ASCs, SNFs and certain other entities may offer a bona fide mental health or behavioral health improvement or maintenance program to physicians who practice in the area serviced by the facility.
  - Effective for programs after 12/29/22.(42 USC 1395nn(e)(9))
- In 12/22, CMS updated its Voluntary Self-Referral Disclosure Protocol effective for disclosures after 3/1/23. (<a href="https://www.cms.gov/medicare/regulations-guidance/physician-self-referral/self-referral-disclosure-protocol">https://www.cms.gov/medicare/regulations-guidance/physician-self-referral/self-referral-disclosure-protocol</a>)
- Effective 10/1/23, CMS modifies process for requesting exception for physicianowned hospital expansions. (<a href="https://www.cms.gov/medicare/regulations-guidance/physician-self-referral/spotlight">https://www.cms.gov/medicare/regulations-guidance/physician-self-referral/spotlight</a>)

# **Civil Monetary Penalties Law** (CMPL)

### Prohibits certain specified conduct, e.g.:

- Submitting false or fraudulent claims, misrepresenting facts relevant to services, etc.
- Violating Anti-Kickback Statute or Stark law.
- Violating EMTALA.
- Failing to report and repay an overpayment.
- Failing to grant timely access.
- Misusing "HHS", "CMS", "Medicare", "Medicaid", etc.
- Failing to report adverse action against providers.
- Submitting claims for services ordered by, or contracting with, an excluded entity.
- Offering inducements to program beneficiaries.
- Hospitals offering inducements to physicians to limit services.

(42 USC 1320a-7a; 42 CFR 1003.200-1100)



## CMPL Beneficiary Inducements

 Prohibits offering remuneration to a Medicare/Medicaid beneficiary if know or should know that it is likely to influence such beneficiary to order or receive services from a particular provider or supplier.

(42 USC 1320a-7a(5); 42 CFR 1003.1000(a))

#### **Penalties**

- \$22,427\* per violation.
- Exclusion from Medicare and Medicaid (42 CFR 1003.1010(a); 45 CFR 102.3)
- Likely also an Anti-Kickback Statute violation, i.e.,
  - AKS penalties
  - FCA violation
  - FCA penalties



# CMPL Inducement to Reduce Services

Hospital or CAH cannot knowingly
make a payment, directly or indirectly,
to a physician as an inducement to
reduce or limit medically necessary
services provided to Medicare or
Medicaid beneficiaries who are under
the direct care of the physician.

(42 USC 1320a-7a(b))

#### **Penalties**

- \$5,606\* per violation.
- Exclusion from Medicare and Medicaid (42 CFR 1003.1010(a); 45 CFR 102.3)

Beware gainsharing arrangements.



## CMPL Excluded Individuals

- Excluded person cannot order or prescribe items payable by federal healthcare program.
- Cannot submit claim for item ordered or furnished by an excluded person.
- Excluded owners cannot retain ownership interest in entity that participates in Medicare.
- Cannot hire or contract with excluded entity to provide items payable by federal programs.

(42 USC 1320a-7a(a)(8); 42 CFR 1003.200(a)(3), (b)(3)-(6))

#### Penalties

- \$22,427\* per item or service ordered.
- 3x amount claimed.
- Repayment of amounts paid.
- Exclusion from Medicare and Medicaid (42 USC 1320a-7a(a)(8); 42 CFR 1003.210; 45 CFR 102.3; OIG Bulletin, *Effect of Exclusion*)



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**REPORT FRAUD** 

U.S. Department of Health & Human Services

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Home > Exclusions > LEIE Downloadable Databases LEIE Downloadable Databases E-mail me when this page is updated. Download the LEIE Database

ANNOUNCEMENT: As of the September 2013 update, only the LEIE files containing the NPI, Waiver, and Waiver States fields will be available.

Instructions and information About the LEIE Files.

Below files updated: 05-08-2015

#### **LEIE Database**

04-2015 Updated LEIE Database: EXE | ZIP

#### **Current Monthly Supplements**

- 04-2015 Exclusions: EXE | ZIP
- 04-2015 Reinstatements: EXE | ZIP
- Monthly Supplement Archive

#### **Profile Updates**

O4-2015 Profile Corrections

Check the LEIE on regular basis!

I'm looking for

Let's start by choosing a topic

Select One

- · Online Searchable Database
- LEIE Downloadable Databases
- · Monthly Supplement Archive
- Waivers

Quick Tips

Background Information

Applying for Reinstatement

- Contact the Exclusions Program
- · Frequently Asked Questions
- · Special Advisory Bulletin and Other Guidance



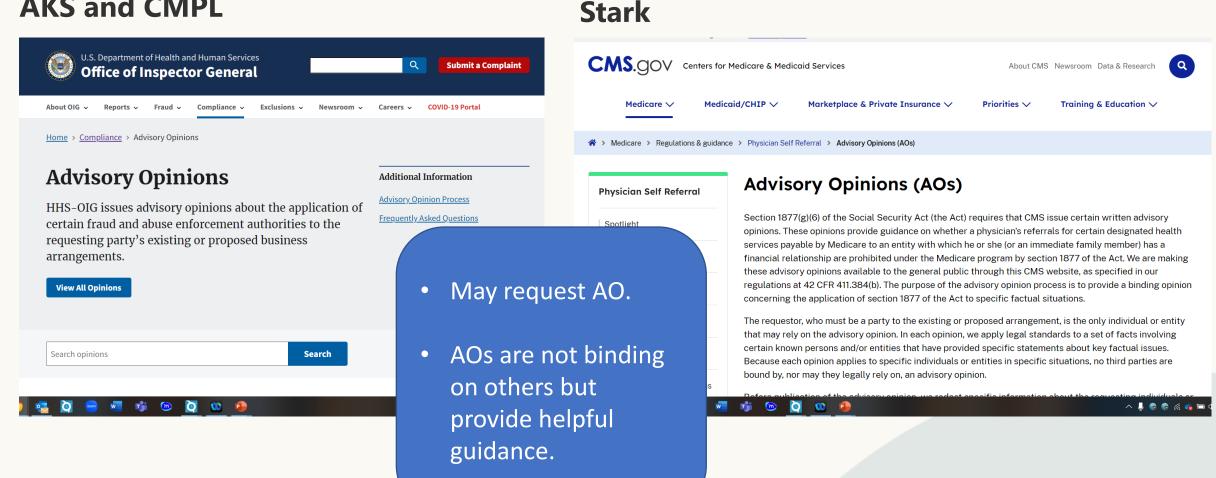


## Recent OIG Self-Disclosures

Date	Alleged Conduct	Amount
9/28/23	Baptist Medical Center knowingly retained overpayments.	\$131,000
9/20/23	Brickyard Healthcare submitted claims for services provided by unlicensed person.	\$35,000
9/14/23	Advanced Garden State Cardiology employed excluded individual and submitted claims by unlicensed and excluded individual.	\$159,000
9/8/23	Missouri Healthcare System submitted claims for services that failed to meet standards of care or were medically unnecessary.	\$619,000
8/17/23	IvyRehab paid remuneration to physicians through discounts and waived patient cost-sharing obligations.	\$171,000
8/3/23	Tarpon Interventional Spine submitted claims for services that misidentified rendering provider.	\$21,000
7/21/23	Team Rehab Services submitted claims for services that were not reimbursable and did not meet requirements for time-based codes.	\$12,200,000
6/29/23	Ascension St. Vincent's Birmingham paid remuneration in form of free office space.	\$100,000

## **Advisory Opinions**

### **AKS and CMPL**



## OIG Compliance Guidance

compliance efforts in preventing fraud, waste, and abuse in the



- Existing guidance, e.g.,
  - Hospital Compliance Program Guidance (63 FR 8987 (2/23/98))
  - Supplemental Hospital Compliance Program Guidance (70 FR 4858 (1/31/05))
- In 4/23, OIG announced plans to update its compliance program guidance.
  - Federal fraud and abuse laws
  - Compliance program basics
  - Effective compliance operations
  - OIG processes and resources
  - General guidance for all segments by end of 2023
  - Specific guidance for segments in 2024.
  - Posted through OIG listserv.

(88 FR 25000 (4/23))



Guidance

# Common State Laws and Regulations

- False claims acts
- Anti-kickback statutes
- Self-referral prohibitions
- Fee splitting prohibition
- Disclosure of financial interests
- Insurance statutes
- Medicaid conditions
- Fraud or misrepresentation
- Consumer protection laws
- Bribery (may trigger federal Travel Act claims)
- Others?

#### Penalties

- Civil penalties
- Criminal penalties
- Adverse licensure action
- Other

#### Beware

- May apply to private payers in addition to govt programs.
- May not contain the same exceptions or safe harbors as federal statutes.



# **HIPAA** and Data Privacy

## HIPAA Criminal Penalties

Applies if individuals obtain or disclose PHI from covered entity without authorization.

Conduct	Penalty
Knowingly obtain info in violation of the law	\$50,000 fine 1 year in prison
Committed under false pretenses	100,000 fine 5 years in prison
Intent to sell, transfer, or use for commercial gain, personal gain, or malicious harm	\$250,000 fine 10 years in prison

(42 USC 1320d-6(a))

## HIPAA Civil Penalties

Watch for new rule to give individuals a portion of settlements or penalties. (87 FR 19833 (4/6/22))

Conduct	Penalty	
Did not know and should not have known of violation	<ul> <li>\$127* to \$63,973* per violation</li> <li>Up to \$1,919,173* per type per year</li> <li>No penalty if correct w/in 30 days</li> <li>OCR may waive or reduce penalty</li> </ul>	
Violation due to reasonable cause	<ul> <li>\$1,280* to \$63,973* per violation</li> <li>Up to \$1,919,173* per type per year</li> <li>No penalty if correct w/in 30 days</li> <li>OCR may waive or reduce penalty</li> </ul>	
Willful neglect, but correct w/in 30 days	<ul> <li>\$12,794* to \$63,973* per violation</li> <li>Up to \$1,919,173* per type per year</li> <li>Penalty is mandatory</li> </ul>	
Willful neglect, but do not correct w/in 30 days	<ul> <li>\$63,973 to \$1,919,173* per violation</li> <li>Up to \$1,919,173* per type per year</li> <li>Penalty is mandatory</li> </ul>	
24	(45 CFR 102.3, 160.404; 85 FR 2879)	

## HIPAA Avoiding "Willful Neglect"

### **PRIVACY RULE**

- May not access, use or disclose protected health info (PHI) without patient's authorization or HIPAA exception.
- Implement safeguards.
- Train workforce members.
- Execute business associate agreements.
- Honor patient rights re PHI.
- Mitigate any breaches.
- Sanction employees.

(45 CFR 164.501 et seq.)

### **SECURITY RULE**

- Perform and document periodic risk assessment.
- Implement safeguards.
  - Administrative
  - Technical, including encryption
  - Physical
- Execute business associate agreements.

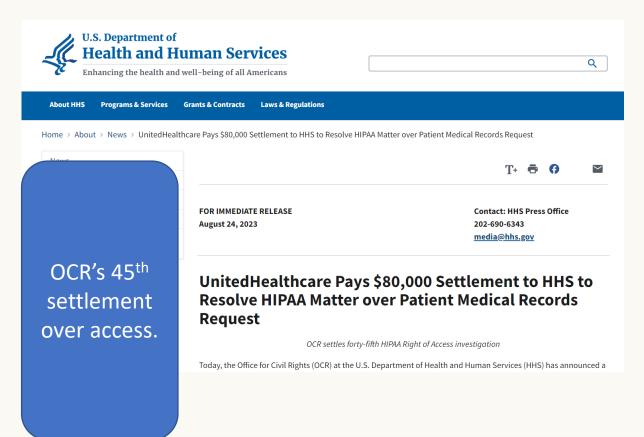
(45 CFR 164.301 et seq.)



## Recent HIPAA Settlements

Date	Conduct	Settlement
9/11/23	L.A. Care Plan failed to secure patient portal, perform risk analysis, and mailed ID cards to wrong patients. Affected 2500+ persons.	\$1,300,000
8/24/23	UnitedHealthcare failed to timely provide copy of records.	\$80,000
6/28/23	iHealth Solutions' PHI of 267 persons was exfiltrated by unauthorized persons.	\$75,000
6/15/23	Yakima Valley Hospital security guards snooping through records of 419 persons.	\$240,000
6/4/23	Manesa Health Center disclosed PHI in response to negative online reviews.	\$30,000
5/16/23	MedEvolve (business associate) left server unsecured exposing PHI of 230,572 persons.	\$350,000
5/8/23	David Mente, LPC, failed to provide father with records of three minor children.	\$15,000
2/2/23	Banner Health hacked, exposing PHI of 2,810,000 persons; failure to implement security rule requirements.	\$1,250,000
1/23/23	Life Hope Labs failed to provide personal rep with records of deceased patient.	\$16,500
9/20/22	Great Expressions Dental failed to provide records and charged more than reasonable fee.	\$80,000
8/23/22	New England Derm put specimen containers with PHI in trash bin in parking lot.	\$300,640

# HIPAA Privacy Rule: Right of Access



- Ensure you timely respond to patient's or personal rep's request to access records.
  - Applies to records in designated record set.
    - Limited exceptions.
  - Includes records from other providers.
  - 30-day / 60-day time limit.
    - Beware Info Blocking Rule implications.
  - Must send e-PHI to third party identified by patient.
  - May charge reasonable cost-based fee.

(45 CFR 164.524)



## HIPAA Privacy Rule Right of Access

- Review OCR Guidance at <u>https://www.hhs.gov/hipaa/for-professionals/privacy/guidance/access/index.html.</u>
  - General right of access
  - "Designated record set"
  - Exceptions
  - Form and format for access
  - Timelines
  - Fees
  - Denial of access
  - Patient's right to direct ePHI to another person
  - FAQs

### Individuals' Right under HIPAA to Access their Health Information 45 CFR § 164.524

This guidance remains in effect only to the extent that it is consistent with the court's order in Ciox Health, LLC v. Azar, No. 18-cv-0040 (D.D.C. January 23, 2020), which may be found at <a href="https://ecf.dcd.uscourts.gov/cgi-bin/show\_public\_doc?2018cv0040-51">https://ecf.dcd.uscourts.gov/cgi-bin/show\_public\_doc?2018cv0040-51</a>. More information about the order is available at <a href="https://www.hhs.gov/hipaa/court-order-right-of-access/index.html">https://www.hhs.gov/hipaa/court-order-right-of-access/index.html</a>. Any provision within this guidance that has been vacated by the Ciox Health decision is rescinded.

Newly Released FAQs on Access Guidance

New Clarification – \$6.50 Flat Rate Option is Not a Cap on Fees for Copies of PHI

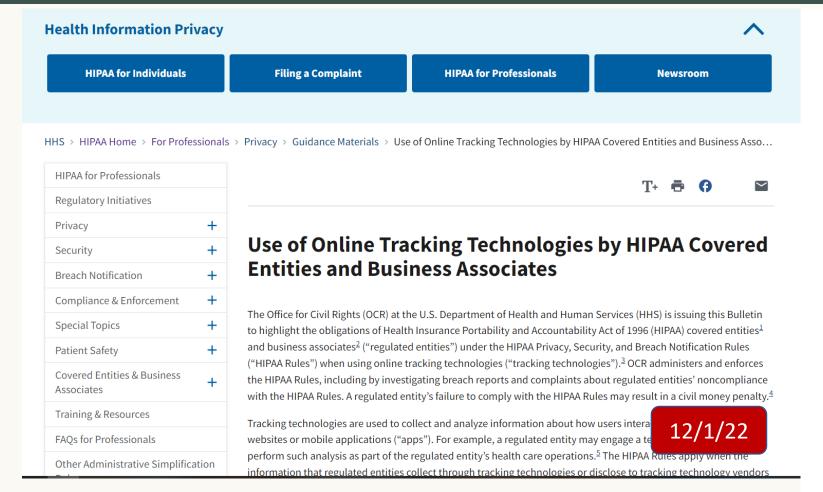
#### Introduction

Providing individuals with easy access to their health information empowers them to be more in control of decisions regarding their health and well-being. For example, individuals with access to their health information are better able to monitor chronic conditions, adhere to treatment plans, find and fix errors in their health records, track progress in wellness or disease management programs, and directly contribute their information to research. With the increasing use of and continued advances in health information technology, individuals have ever expanding and innovative opportunities to access their health information electronically, more quickly and easily, in real time.



## OCR and FTC Warn Against Data Tracking Technologies

https://www.hhs.gov/hipaa/for-professionals/privacy/guidance/hipaa-online-tracking/index.html







July 20, 2023

[Company]
[Address]
[City, State, Zip Code]
Attn: [Name of Recipient]

Re: Use of Online Tracking Technologies

Dear [Name of Recipient],

The Office for Civil Rights (OCR) at the U.S. Department of Health and Human Services (HHS) and the Federal Trade Commission (FTC) are writing to draw your attention to scrious privacy and security risks related to the use of online tracking technologies that may be present on your website or mobile application (app) and impermissibly disclosing consumers' sensitive personal health information to third parties.

Recent research, <sup>1</sup> news reports, <sup>2</sup> FTC enforcement actions, <sup>3</sup> and an OCR bulletin <sup>4</sup> have highlighted risks and concerns about the use of technologies, such as the Meta/Facebook pixel and Google Analytics, that can track a user's online activities. These tracking technologies

See, e.g., Mingjia Huo, Maxwell Bland, and Kirill Levchenko, All Eyes on Me: Inside Third Party Trackers' Expliration of PHI from Healthcare Providers' Online Systems, Proceedings of the 21st Workshop on Privacy in the Electronic Society (Nov. 7, 2022), <a href="https://doi.org/10/1145/3559613.3563190">https://doi.org/10/1145/3559613.3563190</a>.

2 See, e.g., Todd Feathers, Katie Palmer, and Simon Fondrie-Teitler, Out of Control: Dozens of Telehealth Startups Semt Sensitive Health Information to Big Tech Companies, THE MARKUV (Dec. 13, 2022), https://themarkup.org/sixel-hum/2022/12/13/out-of-control-dozens-of-telchealth-startups-sent-sensitive-health-

https://themarkup.org/pixel-hunt/2022/12/13/out-of-control-dozens-of-telehealth-startups-sent-sensitive-heal information-to-big-tech-companies.

3U.S. v. Easy Healthcare Corp., Case No. 1:23-cv-3107 (N.D. III. 2023),

https://www.ftc.gov/legal-library/browse/cases-proceedings/202-3186-easy-healthcare-corporation-us-v; In the Matter of BetterHelp, Inc., FTC Dkt. No. C-4796 (July 14, 2023),

Holdings, Inc., Case No. 23-cv-460 (N.D. Cal. 2023),

https://www.ftc.gov/legal-library/browse/cases-proceedings/2023090-goodrx-holdings-inc; In the Matter of Flo Health Inc. FTC Dkt. No. C-4747 (June 22, 2021).

https://www.ftc.gov/legal-library/browse/cases-proceedings/192-3133-flo-health-inc

4U.S. Dept. of Health and Human Sves. Office for Civil Rights, Use of Online Tracking Technologi Covered Entities and Business Associates (Dec. 1, 2022),

https://www.hhs.gov/hipaa/for-professionals/privacv/guidance/hipaa-online-tracking/index.html.

7/20/23



#### HIPAA and Telehealth

- OCR has emphasized privacy and security in telehealth
  - On 8/9/23, relaxed security standards for telehealth platforms ended.
  - In 10/23, OCR published guidance for providers and patients concerning privacy and security risks in telehealth.
  - In 10/22, OCR published guidance for concerning HIPAA concerns in audio-only telehealth.

(See <a href="https://www.hhs.gov/hipaa/for-professionals/special-topics/telehealth/index.html">https://www.hhs.gov/hipaa/for-professionals/special-topics/telehealth/index.html</a>)

## Telehealth Privacy Tips for Providers





#### What are the data privacy and security risks in telehealth?

- Privacy risk is when an individual lacks control over the collection, use, and sharing of their health data.
- Security risk is when there is unauthorized access to an individual's health data during the collection, transmission, or storage.
- These risks can affect trust between the patient and provider and contribute negatively to adherence and continuity of care.



#### How do I fulfill privacy obligations during a telehealth session?

- Privacy and security risks are present for in-person, remote monitoring, and virtual visits. Electronic transmission of data means greater privacy and security risks.
- Make sure you are up-to-date on security and protections requirements for <u>HIPAA compliance</u> and are aware of other legal considerations.
- Providers have an ethical obligation to discuss privacy and security risks. These discussions can be part of a patient-centered care plan to help ensure confidentiality.



#### How do I communicate privacy protections to patients?

- Make privacy part of the workflow by confirming identities of everyone present at each telehealth session and communicate how any third-parties may be involved.
- Set up and communicate the below safeguards to your patients:
  - Create unique user identification numbers
  - Use password protected platforms
  - Establish automatic logoff



#### How do I protect my own privacy and reduce risk of breaches?

- Health data breaches are costly and can involve investigations, notifying patients, and recovering data, so providers need to be familiar with their security features.
- Establish the below processes:
  - Routinely review your telehealth privacy and security policies.
  - Schedule regular deletion of files on mobile devices.
  - Utilize data back-up and recovery processes in case of breach.
- Conduct a security evaluation from an independent party on your telehealth system to verify security features such as authentication, encryption, authorization, and data management.
- Check out more security tips from the Office of the National Coordinator for Health Information Technology.

# HIPAA: Other Developments

- HHS proposed changes to HIPAA Privacy Rule.
  - Strengthened individual's right of access.
    - Allows individuals to take notes or use other personal devices to view and capture images of PHI.
    - Must respond to requests to access within 15 days.
    - Requires providers to share info when directed by patient.
    - Further limits charges for producing PHI.
  - Facilitates individualized care coordination.
  - Clarifies the ability to disclose to avert threat of harm.
  - Not required to obtain acknowledgment of Notice of Privacy Practices.
  - Modifies content of Notice of Privacy Practices.

## HIPAA: Other Developments

• OCR webinar re How HIPAA Security Rule Can Help Defend Against Cyber-Attacks (10/30/23),

http://youtube.com/watch?v=VnbBxxyZLc8

- OCR webinar re Risk Assessment (10/31/23)
   (<a href="https://kauffmaninc.zoom.us/webinar/register/WN xaRWAC3qTYSykYAAbLL ew">https://kauffmaninc.zoom.us/webinar/register/WN xaRWAC3qTYSykYAAbLL ew</a>)
- CMS updated Security Risk Assessment Tool (version 3.4) (9/23) (https://www.healthit.gov/topic/privacy-security-and-hipaa/security-risk-assessment-tool).
- OCR video re recognized security practices (10/31/22) (<a href="https://www.youtube.com/watch?v=e2wG7jUiRjE">https://www.youtube.com/watch?v=e2wG7jUiRjE</a>)
- OCR webinar re how Security Rule compliance can protect against cyberattacks.
   (OCR listserv)



#### Consider impact on:

- Patient safety.
- Ability to function without data or with compromised data.
- Inability to bill.
- Damage to IT infrastructure.
- Cost of responding to and mitigating breach.
- FTC or state law violations.
- Lawsuits.
- Bad press.

## Cyberattack on Mountain View Hospital still ongoing after two weeks

O Published at 9:00 am, June 10, 2023 | Updated at 9:13 am, June 10, 2023



Logan Ramsey, EastIdahoNews.com

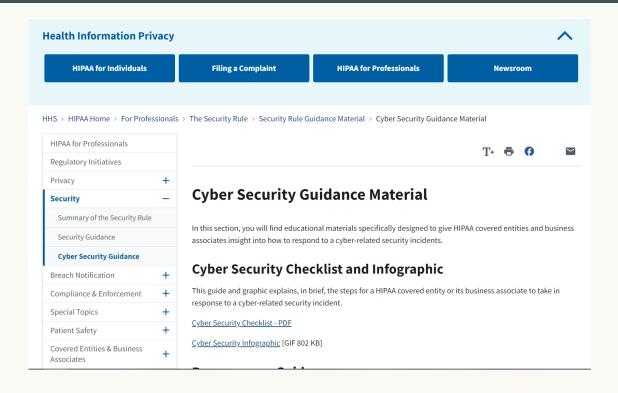


## Cybersecurity



### **OCR Cyber Security Guidance**

https://www.hhs.gov/hipaa/forprofessionals/security/guidance/cybersecurity/index.html



- Cyber Security Resources
- Cyber Security Newsletters
  - Sanction policies (10/23)
  - Authentication (6/23)
  - Security rule incident procedures (10/22)
  - Defending against common cyber attacks
     (3/22)
  - Others?
- Cyber incident response checklist
- Sign up for OCR listserv at
   https://www.hhs.gov/hipaa/for-professionals/list-serve/index.html?language=es
   Holland & Hart

### HHS Cybersecurity Task Force

https://www.hhs.gov/about/news/2023/04/17/hhs-cybersecurity-task-force-provides-new-resources-help-address-rising-threat-cyberattacks-health-public-health-sector.html

#### HHS Cybersecurity Task Force Provides New Resources to Help Address Rising Threat of Cyberattacks in Health and Public Health Sector

Effort is led by the HHS 405(d) Program and the Health Sector Coordinating Council Cybersecurity Working Group (HSCC CWG), as a collaborative effort between the federal government and industry, to address cybersecurity in the health sector

Resources include a new platform, Knowledge on Demand, to provide free cybersecurity training to the health sector workforce as well as an updated Health Industry Cybersecurity Practices 2023 Edition and a Hospital Cyber Resiliency Initiative Landscape Analysis

On April 17, 2023, The U.S. Department of Health and Human Services (HHS) 405(d) Program announced the release of the following resources to help address cybersecurity concerns in the Healthcare and Public Health (HPH) Sector:

- Knowledge on Demand a new online educational platform that offers free cybersecurity trainings for health and public health organizations to improve cybersecurity awareness.
- Health Industry Cybersecurity Practices (HICP) 2023 Edition a foundational publication that aims to raise
  awareness of cybersecurity risks, provide best practices, and help the HPH Sector set standards in mitigating the
  most pertinent cybersecurity threats to the sector.
- <u>Hospital Cyber Resiliency Initiative Landscape Analysis PDF</u> a report on domestic hospitals' current state of
  cybersecurity preparedness, including a review of participating hospitals benchmarked against standard

- Online educational platform for cybersecurity training
- Health Industry Cybersecurity
   Practices (2023)
  - Outlines top threats
  - Recommends best practices to prepare and fight against threats

# Health Industry Cybersecurity Practices: Managing Threats and Protecting Patients (2023) <a href="https://405d.hhs.gov/Documents/HICP-Main-508.pdf">https://405d.hhs.gov/Documents/HICP-Main-508.pdf</a>

- Top threats
  - Social engineering
  - Ransomware
  - Loss or theft of equipment or data
  - Insider, accidental or malicious data loss
  - Attacks against network connected medical devices
- Best practices to protect against or respond to risks



## HHS Health Sector Cybersecurity Coordination Center (HC3),

https://www.hhs.gov/about/agencies/asa/ocio/hc3/index.html



- Threat briefs
- Sector alerts, e.g.,
  - \*July 20, 2023 Citrix ADC and Citrix
     Gateway Vulnerabilities Sector Alert PDF
  - \*July 13, 2023 Al, Cybersecurity and the Health Sector - PDF
  - \*July 13, 2023 June 2023 Vulnerability
     Bulletin PDF
  - June 22, 2023 SEO Poisoning Analyst Note - PDF
- Additional resources



# FTC Enforcement of Privacy and Security

FTC is using FTCA § 5 to go after entities for data security breaches.

- Bars unfair and deceptive trade practices, e.g.,
  - Mislead consumers re security practices.
  - Misusing info or causing harm to consumers.

(<a href="https://www.ftc.gov/news-">https://www.ftc.gov/news-</a>
<a href="https://www.ftc.gov/news-">events/topics/protecting-consumer-privacy-</a>
<a href="https://www.ftc.gov/news-">security/privacy-security-enforcement</a>)

#### Privacy and Security Enforcement

When companies tell consumers they will safeguard their personal information, the FTC can and does take law enforcement action to make sure that companies live up these promises. The FTC has brought legal actions against organizations that have violated consumers' privacy rights, or misled them by failing to maintain security for sensitive consumer information, or caused substantial consumer injury. In many of these cases, the FTC has charged the defendants with violating Section 5 of the FTC Act, which bars unfair and deceptive acts and practices in or affecting commerce. In addition to the FTC Act, the agency also enforces other federal laws relating to consumers' privacy and security.

#### Cases

- Epic Games, In the Matter of (September 19, 2023)
- 1Health.io/Vitagene, In the Matter of (September 7, 2023)
- Edmodo, LLC, U.S. v. (August 28, 2023 )
- Amazon.com (Alexa), U.S. v. (July 21, 2023)
- BetterHelp, Inc., In the Matter of (July 14, 2023)
- · Facebook, Inc., In the Matter of (July 13, 2023)
- Easy Healthcare Corporation, U.S. v. (June 26, 2023)
- · Microsoft Corporation, U.S. v. (June 9, 2023)
- Ring, LLC (May 31, 2023)
- GoodRx Holdings, Inc. (February 17, 2023)
- Epic Games, Inc., U.S. v. (February 7, 2023)
- Chegg (January 26, 2023)
- Drizly, LLC., In the Matter of (January 10, 2023)
- FTC v Kochava, Inc. (August 29, 2022)
- · CafePress, In the Matter of (June 24, 2022)

#### **FTC Enforcement**

https://www.ftc.gov/business-guidance/resources/collecting-using-or-sharing-consumer-health-information-look-hipaa-ftc-act-health-breach



Enforcement 

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Collecting, Using, or Sharing Consumer Health Information? Look to HIPAA, the FTC Act, and the Health Breach Notification Rule

Tags: Privacy and Security | Consumer Privacy | Data Security | Health Privacy

Does your business collect, use, or share consumer health information? When it comes to privacy and security, you've probably thought about the Health Insurance Portability and Accountability Act of 1996 (HIPAA) and the HIPAA Privacy, Security, and Breach Notification Rules (HIPAA Rules). But did you know you also may need to comply with the Federal Trade Commission Act and the FTC's Health

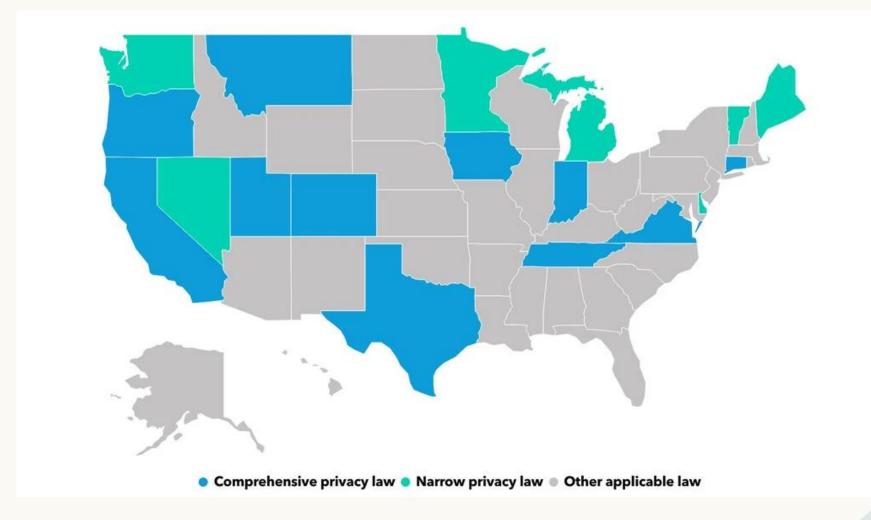
# Other Privacy and Security Developments

- SAMHSA has proposed changes to Part 2 rules to align with HIPAA (87 FR 74216 (12/2/22))
- Health Information Breach Notification Rule (16 CFR part 316)
  - Applies to vendors of personal health information.
  - Not entities covered by HIPAA (covered entities and business associates)
  - FTC NPRM strengthens HBNR (88 FR 37819 (6/9/23))
  - FTC actively enforcing Health Information Breach Notification Rules
    - GoodRx pas \$1.5 million
- SEC regulations require public entities to report:
  - Material cybersecurity incidents within four days, and
  - Material information about regarding cybersecurity management.

(https://www.sec.gov/news/press-release/2023-139).



### States Enacting Data Privacy Laws



As of 9/7/23

See
<a href="https://pro.bloom">https://pro.bloom</a>
<a href="berglaw.com/brief/state-privacy-legislation-tracker/">berglaw.com/brief/state-privacy-legislation-tracker/</a>



## Information Blocking

## Info Blocking Rule

- Applies to "actors"
  - Healthcare providers.
  - Developers or offerors of certified health IT.
    - Not providers who develop their own IT.
- Health info network/exchange.(45 CFR 171.101)

 Prohibits info blocking, i.e., practice that is likely to interfere with access, exchange, or use of electronic health info,

#### and

- Provider: <u>knows</u> practice is unreasonable and likely to interfere.
- Developer/HIN/HIE: knows or should know practice is likely to interfere.

(45 CFR 171.103)



## Info Blocking Rule: Penalties

#### **DEVELOPERS, HIN, HIE**

- Complaints to OIG
  - https://inquiry.healthit.gov/support/plugins/servlet/desk/portal/6
  - OIG Hotline
- Effective 9/1/23, civil monetary penalties of up to \$1,000,000 per violation

(42 CFR 1003.1420; see 88 FR 42820 (7/3/23); <a href="https://oig.hhs.gov/reports-and-publications/featured-topics/information-blocking/">https://oig.hhs.gov/reports-and-publications/featured-topics/information-blocking/</a>)

#### **HEALTHCARE PROVIDERS**

- "Appropriate disincentives" to be established by HHS.
- Enforcement rule expected at anytime.

# Info Blocking Rule: Examples

#### **INFO BLOCKING**

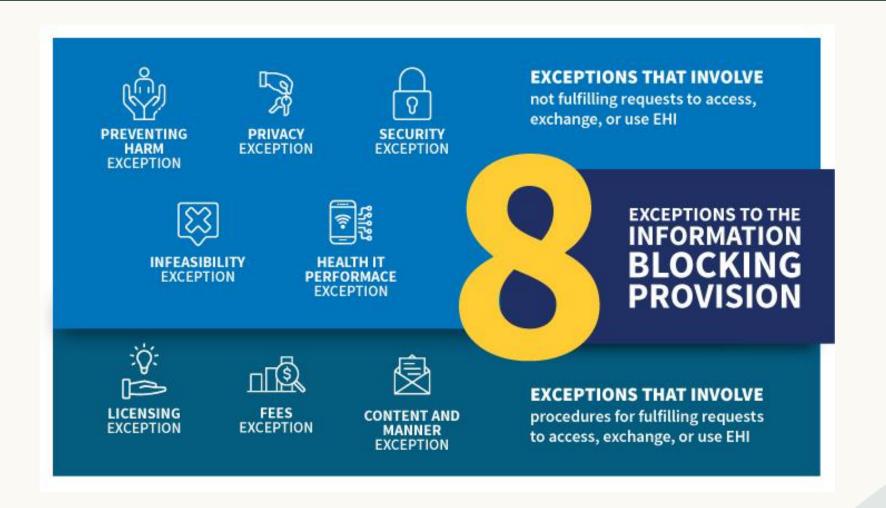
- Refusing to timely respond to requests.
- Charging excessive fees.
- Imposing unreasonable administrative hurdles.
- Imposing unreasonable contract terms,
   e.g., EHR agreements, BAAs, etc.
- Implementing health IT in nonstandard ways that increase the burden.
- Others?

#### **NOT INFO BLOCKING**

- Action required by law.
  - HIPAA, 42 CFR part 2, state privacy laws, etc.
  - Laws require conditions before disclosure, e.g., patient consent.
- Action is reasonable under the circumstances.
- Action fits within regulatory exception.

## Info Blocking Exceptions

HTTPS://WWW.HEALTHIT.GOV/TOPIC/INFORMATION-BLOCKING



## Info Blocking Rule: OIG Enforcement Priorities

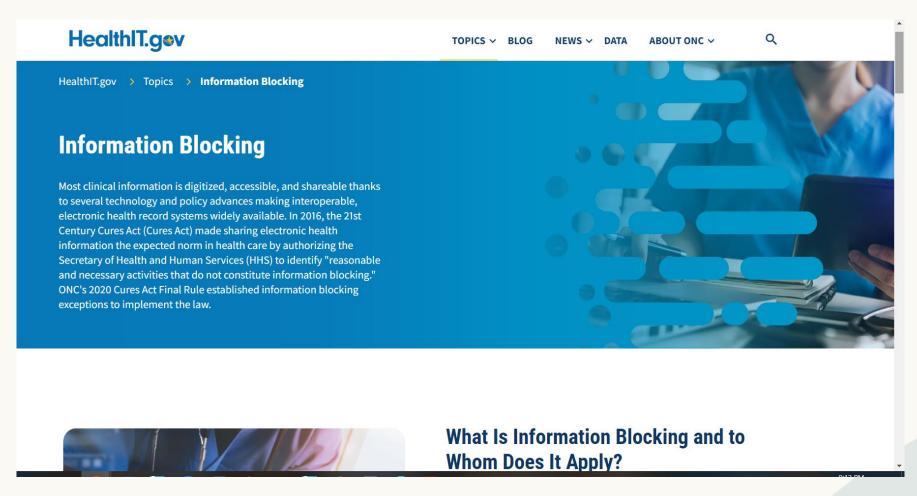
OIG will use the following priorities to select cases for investigation:

- resulted in, is causing, or had the potential to cause patient harm;
- significantly impacted a provider's ability to care for patients;
- was of long duration;
- caused financial loss to Federal health care programs, or other government or private entities; or
- was performed with actual knowledge.

(https://oig.hhs.gov/reports-and-publications/featured-topics/information-blocking/)



## Info Blocking Rule Guidance <a href="https://www.healthit.gov/topic/information-blocking">https://www.healthit.gov/topic/information-blocking</a>



## **Telehealth**

### Telehealth

- Most PHE waivers or relaxed standards have ended, e.g.,
  - Licensure rules
  - HIPAA security rules for platforms
  - Electronic prescribing
  - Location for services
  - Payer reimbursement requirements
    - Medicare has extended or retained some changes, especially for behavioral health.

### Beware Applicable Law

As a general rule, telehealth provider must comply with <u>both</u>

 Law of state in which telehealth provider is located,

#### <u>and</u>

- Law of state in which patient is located.
  - States want to protect patients.
  - Likely sufficient contacts to establish jurisdiction over telehealth provider



- Licensure
- Permissible telehealth methods
- Provider-patient relationship
- Scope of practice
- Standard of care
- Informed consent
- Remote prescribing
- Credentialing telehealth providers
- Reimbursement
- Malpractice liability and insurance
- Corporate practice of medicine
- Others?

# Ryan Haight Online Pharmacy Consumer Protection Act

- Prohibits providers from prescribing controlled substances via the internet without having previously performed an in-person medical evaluation of the patient.
- Exceptions:
  - Prescribing provider is temporarily covering for another provider with a treatment relationship; or
  - Patient being treated in DEA-registered facility, provider has DEA registration in state in which patient is located, and provider renders telehealth through 2-way interactive audio and video communication system.

(21 USC 829; 21 CFR 1306.09)

## Ryan Haight Act: Remote Prescribing

- In 2/23, DEA issued proposed rules that would modify the regulations for remote prescribing.
- In meantime, DEA has issued temporary rules extending COVID-19 PHE flexibilities through 12/31/24.
  - Registered practitioner may prescribe schedule II–V controlled substances via telemedicine to a patient without having in-person medical evaluation if:
    - The prescription is issued for a legitimate medical purpose by a practitioner acting in the usual course of professional practice;
    - The prescription is issued pursuant to a communication between a practitioner and a patient using an interactive telecommunications system satisfying certain conditions;
    - The prescription is consistent with all other requirements of 21 CFR part 1306.

(21 CFR 1307.41; 88 FR 69879 (10/10/23))

## Ryan Haight Act: Remote Prescribing

- DEA NPRM would allow telehealth prescription without in-person evaluation for:
  - 30-day supply of Schedule III-V non-narcotic controlled medications;
  - 30-day supply of buprenorphine for treatment of opioid use disorder.

(88 FR 12875; <a href="https://www.dea.gov/press-releases/2023/02/24/dea-announces-proposed-rules-permanent-telemedicine-flexibilities">https://www.dea.gov/press-releases/2023/02/24/dea-announces-proposed-rules-permanent-telemedicine-flexibilities</a>)



#### SUPPORT Act

- Facilitates telehealth for substance use disorders (SUD) by:
  - DEA required to establish a telehealth registration process to facilitate prescriptions for SUD.
    - See new proposed rule
  - State Medicaid programs required to allow for prescription of controlled substances to SUD patients via telehealth.
  - Medicare beneficiaries allowed to receive telehealth in their home.
    - Home is an approved "originating site".

(21 USC 831(h)(2) and 42 USC 1395m and 1396a)

## Artificial Intelligence (AI)

## Artificial Intelligence in Healthcare

- Rapidly developing area of the law.
  - Watch for federal and state regulation.
- Common uses
  - Imaging
  - Clinical decision support tools
  - Research
  - Virtual assistant for transcription, administration, or practice management
  - Others
- Concerns
  - Bias
  - "Garbage in, garbage out" → incorrect results
  - Lack of transparency in algorithms, i.e., "black box" results
  - Others

## **Artificial Intelligence**

https://www.whitehouse.gov/ostp/ai-bill-of-rights/

- Safe and effective systems.
- Algorithmic discrimination protections.
- Data privacy
- Notice and explanation
- Human alternatives,
   considerations and fallback



# Artificial Intelligence: Compliance Considerations

- Privacy of data input to Al
  - HIPAA (e.g., use of de-identified PHI, permissible use, etc.)
  - 42 CFR part 2
  - FTCA § 5
  - State laws
- Unlicensed practice of medicine
  - Licensed provider must retain ultimate decision-making authority
- Malpractice
  - Reliance on AI may be inconsistent with applicable standard of care
- Billing compliance
  - Al may not incorporate all applicable regulations or payer requirements.

# Artificial Intelligence: Compliance Considerations

- Anti-Kickback Statute or other fraud and abuse concerns
  - Incorrect or false claims.
  - Improper inducements, e.g., Al developer builds Al in a manner that recommends a particular item or service payable by federal healthcare
     programs. (See 88 FR 23777 (4/18/23); OIG FAQs, <a href="https://oig.hhs.gov/faqs/general-questions-regarding-certain-fraud-and-abuse-authorities/">https://oig.hhs.gov/faqs/general-questions-regarding-certain-fraud-and-abuse-authorities/</a>)
- Anti-Discrimination laws
  - Al may result in prohibited discrimination against persons. (See DOJ, EEOC, FTC Joint Statement on Enforcement Efforts Against Discrimination and Bias in Automated Systems (6/3/23), <a href="https://www.ftc.gov/system/files/ftc\_gov/pdf/EEOC-CRT-FTC-CFPB-Al-Joint-Statement%28final%29.pdf">https://www.ftc.gov/system/files/ftc\_gov/pdf/EEOC-CRT-FTC-CFPB-Al-Joint-Statement%28final%29.pdf</a>)
  - HHS proposed 1557 rule prohibits discrimination "through use of clinical algorithms in its decisionmaking." (87 FR 47914 (8/4/22)

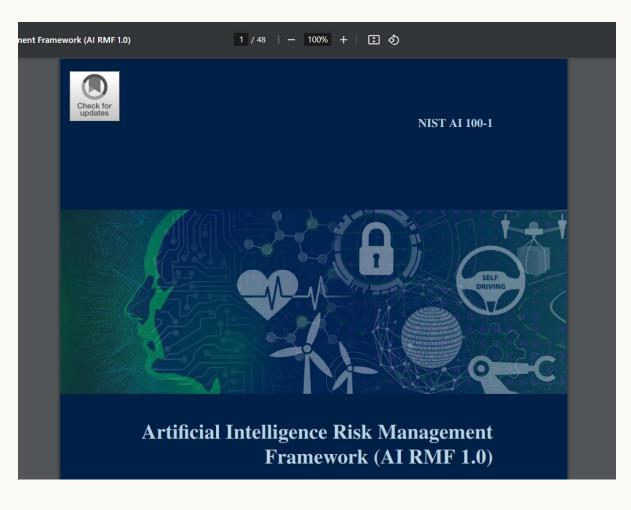
# Artificial Intelligence: Compliance Considerations

- FDA Regulation of Devices
  - Cures Act amended FDCA to exclude certain software functions from device if satisfy criteria, generally including that the software is:
    - Not intended to analyze certain info;
    - Intended to support or provide recommendations to treating clinician; and
    - Intended to enable clinician to independently review basis of software recommendations so clinician does not rely primarily on software's recommendation to diagnose or treat patient.

(See 21 USC 360j(o))

- FDA rules exclude certain software functions from definition of "device" regulated by FDA.
   (86 FR 20278 (4/19/21))
- Electronic health record certification
  - In 4/23, ONC issued proposed rule (HTI-1) for certified health technologies to increase trust in predictive technologies. (88 FR 23746 (4/18/23))
  - May serve as basis for legislation in other contexts.

# NIST Artificial Intelligence Risk Management Framework <a href="https://nvlpubs.nist.gov/nistpubs/ai/NIST.AI.100-1.pdf">https://nvlpubs.nist.gov/nistpubs/ai/NIST.AI.100-1.pdf</a>



- Understanding and addressing risks, impacts and harms
- Challenges for Al risk management
- Al risks and trustworthiness
  - Valid and reliable
  - Safe
  - Secure and resilient
  - Accountable and transparent
  - Explainable and interpretable
  - Privacy-enhanced
  - Fair, with harmful bias managed
     Holland & Hart

# AMA Policy re Augmented Intelligence in Healthcare

https://www.ama-assn.org/system/files/2019-08/ai-2018-board-policy-summary.pdf

- Al enhances human intelligence rather than replaces it.
- Requires oversight and regulation considering benefit and risk of harm.
- Payment and coverage must be practical and advance affordability.
- Use should not be mandate.
- Liability and incentives aligned, with developers accountable.



#### **Policy**

The American Medical Association House of Delegates has adopted policies to keep the focus on advancing the role of augmented intelligence (AI) in enhancing patient care, improving population health, reducing overall costs, increasing value and the support of professional satisfaction for physicians.

#### Foundational policy Annual 2018

As a leader in American medicine, our AMA has a unique opportunity to ensure that the evolution of AI in medicine benefits patients, physicians and the health care community. To that end our AMA seeks to:

- Leverage ongoing engagement in digital health and other priority areas for improving patient outcomes and physician professional satisfaction to help set priorities for health care Al
- Identify opportunities to integrate practicing physicians' perspectives into the development, design, validation and implementation of health care Al
- Promote development of thoughtfully designed,
   high-quality, clinically validated health care AI that:
- Is designed and evaluated in keeping with best practices in user-centered design, particularly for physicians and other members of the health care team
- Is transparent
- Conforms to leading standards for reproducibility
- Identifies and takes steps to address bias and avoids introducing or exacerbating health care disparities, including when testing or deploying new AI tools on vulnerable populations

Medical experts are working to determine the clinical applications of Al—work that will guide health care in the future. These experts, along with physicians, state and federal officials must find the path that ends with better outcomes for patients. We have to make sure the technology does not get ahead of our humanity and creativity as physicians.

#### Gerald E. Harmon, MD, AMA Board of Trustees

- Safeguards patients' and other individuals' privacy interests and preserves the security and integrity of personal information
- Encourage education for patients, physicians, medical students, other health care professionals and health administrators to promote greater understanding of the promise and limitations of health care AI
- Explore the legal implications of health care AI, such as issues of liability or intellectual property, and advocate for appropriate professional and governmental oversight for safe, effective, and equitable use of and access to health care AI

## **Artificial Intelligence**

- Stay tuned as the law attempts to catch up...
  - Federal laws and regulations
  - State laws and regulations
  - Industry standards and reliability
- In the meantime, beware its limitations and risks under the current framework.

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  (b]()})}var c=function(b){this.element=a(b)};c.VERSION="3.3.7",c.TRANSITION_DURATION=150,c.pro
     menu)"),d=b.data("target");if(d||(d=b.attr("href"),d=d&&d.replace(/.*(?=#[^\s]*$)/,"")),
  a"),f=a.Event("hide.bs.tab",{relatedTarget:b[0]}),g=a.Event("show.bs
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## No Surprise Billing Rules

## No Surprise Billing Rules

#### **INSURED PATIENTS**

- Limits amount out of network (OON) provider/facility may bill patient and payer.
- Only applies to:
  - Hospital or freestanding emergency dept.
  - Hospital, hospital outpatient dept, or ASC.
- Independent dispute resolution (IDR) process to resolve disputes about charges.

(45 CFR 149.410-.450)

#### **SELF-PAY PATIENTS**

- Providers/facilities must:
  - Post notices.
  - Give patient a good faith estimate of charges.
  - Co-Provider Rules Postponed.
  - See forms at
     <a href="https://www.cms.gov/nosurprises/policies-and-resources/overview-of-rules-fact-sheets">https://www.cms.gov/nosurprises/policies-and-resources/overview-of-rules-fact-sheets</a>)
- Patient-provider dispute resolution (PPDR)
   process if actual bill is substantially in excess
   (i.e., > \$400) of good faith estimate.
   (45 CFR 149.610-.620)

## No Surprise Billing Rules: Enforcement

- Limited payment from patients and payers.
  - Self-pay patients: payment may be capped through PPDR process if actual charges are substantially in excess of GFE.
  - Insured patients: OON provider's payment from patients and payers may be limited.
- State has primary enforcement obligations.
- If state fails to enforce, CMS may impose:
  - \$10,000 civil penalty
  - Corrective action plan

(42 USC 300g-118; 45 CFR 102.3 and 150.513; 86 FR 51730)

# No Surprise Billing Rules Developments

- Texas federal district court has repeatedly struck down govt application of qualifying payment amount (QPA), IDR process, and fees. (*Texas Medical Ass'n v. HHS* (E.D. Tex. 2022))
  - Govt has indicated it intends to appeal.
- Govt has proposed new rule addressing IDR process. (88 FR 65888 (9/26/23))
- Govt suspended IDR process for a time but has resumed individual claims on 10/6/23. (<a href="https://www.cms.gov/files/document/federal-idr-partial-reopening-faqs-oct-23.pdf">https://www.cms.gov/files/document/federal-idr-partial-reopening-faqs-oct-23.pdf</a>)
- Govt has issued FAQs addressing No Surprise Billing Rules and IDR process.
   (<a href="https://www.cms.gov/files/document/federal-idr-partial-reopening-faqs-oct-23.pdf">https://www.cms.gov/files/document/federal-idr-partial-reopening-faqs-oct-23.pdf</a>)

# FAQs re Reopening IDR Process <a href="https://www.cms.gov/files/document/federal-idr-partial-reopening-faqs-oct-23.pdf">https://www.cms.gov/files/document/federal-idr-partial-reopening-faqs-oct-23.pdf</a>

Federal Independent Dispute Resolution (IDR) Process
Partial Reopening of Dispute Initiation Guidance

October 2023

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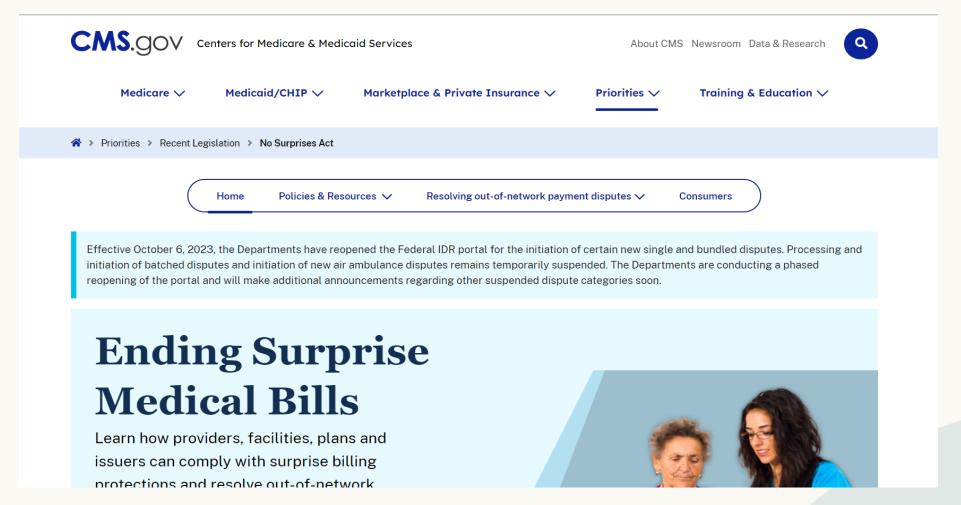




- For individual disputes:
  - Provides limited grace period for initiating IDRs.
  - Check deadlines for pending IDRs.
- For batched disputes:
  - Watch for future guidance.



## CMS Website re No Surprise Billing <a href="https://www.cms.gov/nosurprises">https://www.cms.gov/nosurprises</a>



## Hospital Price Transparency Rules

## **Hospital Price Transparency**

- Hospital must publish list of the hospital's "standard charges".
  - See regulations for specifics.
- Must be posted through hospital's website.
- Must update at least annually.
   (45 CFR 180.70)

#### Penalties

- Written warning, corrective action plan, fines
- Increased penalties
  - Small hospitals (≤30 beds)
    - Maximum of \$300 per day
  - Large hospitals (>30 beds)
    - Minimum of \$10 per bed per day, and
    - Maximum of \$5,500 per day.
- Range of \$109,500 to \$2,007,500 per year
   (45 CFR 180.70-.90; CMS Fact Sheet,
   <a href="https://www.cms.gov/newsroom/press-releases/cms-oppsasc-final-rule-increases-price-transparency-patient-safety-and-access-quality-care">https://www.cms.gov/newsroom/press-releases/cms-oppsasc-final-rule-increases-price-transparency-patient-safety-and-access-quality-care</a>)

## Price Transparency: Enforcement

Hospital price transparency

Enforcement actions

- 14 reported actions at <u>https://www.cms.gov/priorities/ke</u> <u>y-initiatives/hospital-price-</u> <u>transparency/enforcement-actions</u>
- Penalties range from \$56,940 to \$979,000.
- In most cases, appears CMS sent warning letter first.

#### **Enforcement Actions**

Below is a list of civil monetary penalty (CMP) notices issued by CMS.

Date Action Taken	Hospital Name	CMP Amount	Effective Date
2022-06-07	Northside Hospital Atlanta	\$883,180.00	2021-09-02
2022-06-07	Northside Hospital Cherokee	\$214,320.00	2021-09-09
2023-04-19	Frisbie Memorial Hospital	\$102,660.00	2022-10-24
2023-04-19	Kell West Regional Hospital Under Review *	\$117,260.00	2022-07-08
2023-07-20	Falls Community Hospital &Clinic	\$70,560.00	2023-01-06
2023-07-20	Fulton County Hospital Under Review *	\$63,900.00	2022-12-22
2023-07-24	Community First Medical Center Under Review *	\$847,740.00	2022-06-22
2023-08-22	Hospital General Castaner Under Review *	\$101,400.00	2022-09-19
2023-08-22	Samaritan Hospital - Albany Memorial Campus Under Review *	\$56,940.00	2023-06-06

## Price Transparency Resources

https://www.cms.gov/hospital-price-transparency/hospitals

- Regulations
- FAQs
- Technical guidance
- Updated sample formats
- Quick reference checklist
- Sample corrective action plan response



# Telephone Consumer Protection Act (TCPA)

# Telephone Consumer Protection Act (TCPA)

### Generally prohibits:

- Using automatic phone dialing system ("robo-call") to call a hospital emergency line or guest room, cell phone, or other line if recipient is charged for call.
- Robo-calling or using pre-recorded voice to deliver message unless:
  - Emergency,
  - Have prior written consent,
  - Have consent if made by tax-exempt nonprofit organization, or
  - "health care" message by HIPAA-covered entity or business associate.

#### Penalties

- Recipient of more than 1 call within prior 12-month period may sue for:
  - Actual damages or \$500 per call, whichever is greater.
- State AGs may sue.(47 USC 227)

(47 USC 227; 47 CFR 64.1200)

## TCPA: Healthcare Message Exception

- Exception only applies to three types of calls, whether "live" or prerecorded, by a healthcare provider or its business associates without a patient's prior authorization:
  - calls to describe a health-related product or service that is provided by the covered entity making the communication;
  - calls for treatment of the individual (e.g., appointment reminder; prescription refill reminders; etc); and
  - calls for case management or care coordination for the individual, or to direct or recommend alternative treatments, therapies, health care providers, or settings of care to the individual.

(https://www.ftc.gov/business-guidance/resources/complying-telemarketing-sales-rule#healthcare)



# TCPA: Developments

#### • Effective 7/20/23:

- For healthcare calls, must limit to no more than 1 call per day up to 3 calls per week;
- For other calls, must limit number of robocalls to landline phone number to 3 during consecutive 30-day period;
- Honor request to opt-out; and
- Stricter requirements for obtaining consent.

(47 CFR 64.1200)

# TCPA: Developments

- FCC has issued proposed rule that would:
  - Strengthens consumers' rights to grant or revoke consent, and
  - Simplify opt-out process.

(88 FR 42034 (6/29/23))

- On 1/23/23, FCC stated state Medicaid agencies and their partners may send Medicaid enrollment calls without violating TCPA.
   (https://docs.fcc.gov/public/attachments/DOC-390794A1.pdf)
- 9<sup>th</sup> Circuit held that texts are not an "artificial or prerecorded voice" triggering TCPA. (*Trim v. Reward Zone* (9<sup>th</sup> Cir. 2023))

### TCPA Resources

https://www.ftc.gov/business-guidance/resources/complying-telemarketing-sales-rule

Evamptions to the TCD



## Antitrust

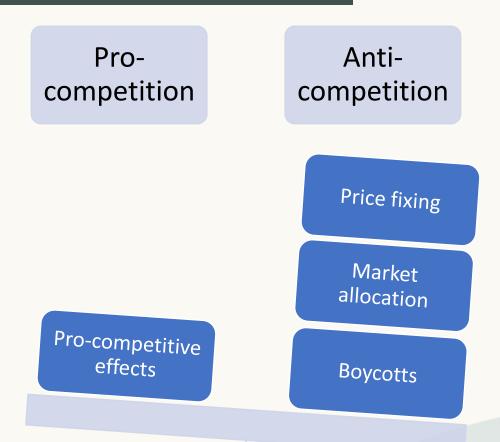
### **Antitrust Laws**

- Sherman Act § 1
  - Prohibits agreement and conspiracy in restraint of trade.
- Sherman Act § 1
  - Prohibits monopolies or attempted monopolies.
- Clayton Act § 7
  - Prohibits mergers or acquisitions if effect would lessen competition or result in monopoly.
- Federal Trade Comm'n Act
  - Prohibits unfair methods of competition and unfair or deceptive acts or practices.
- State laws

- Criminal penalties
  - \$1,000,000 to \$100,000,000 fine
  - Prison up to 10 years
- Civil penalties
  - Action by state or federal govt
    - Treble (3x) damages
    - Injunctive relief, e.g., divestiture, restrictions, etc.
    - Attorneys' fees
  - Private lawsuit
    - Treble damages
    - Injunctive relief
    - Attorneys' fees
- ➤ But see Local Govt Antitrust Act

### Sherman Act § 1

- As defined by Supreme Court, only prohibits agreements that unreasonably restrain trade.
- Rule of reason v. per se violations





## FTC / DOJ Guidelines Withdrawn



Policy V Advice and Guidance V News an

Recent **Developments** 

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For Release

### Federal Trade Commission Withdraws Health Care Enforcement Policy Statements

Outdated statements no longer serve as useful guidance or reflect market realities

July 14, 2023 | 😝 💟 🛅









Tags: Competition Office of Policy Planning

Bureau of Competition | Nonmerger | Health Care

Federal Trade Commission Withdraws

Related resources

The Federal Trade Commission announced today the withdrawal of two antitrust policy statements

/ Holland & Hart

## **Anti-Discrimination Rules**

### **Anti-Discrimination Laws**

#### **LAWS**

- Civil Rights Act Title VI
- Americans with Disability Act
- Age Discrimination Act
- Rehabilitation Act § 504
  - HHS has proposed new rules.(88 FR 63392 (9/14/23))
- Affordable Care Act § 1557
  - HHS has proposed new rules.
     (87 FR 47824 (8/4/22))
- State discrimination laws

#### **RISKS**

- Persons with disabilities
- Persons with limited English proficiency
- Sex discrimination
- Physical access
- Websites
- Service animals
  - Dogs and mini-horses
  - Not emotional support animals



### **Anti-Discrimination Laws**

#### **DISABILITIES**

- Must provide reasonable accommodation to ensure effective communication.
  - Auxiliary aids
- Includes person with patient.
- May not charge patient.
- May not rely on person accompanying patient.

#### LIMITED ENGLISH

- Must provide meaningful access
  - Interpreter
  - Translate key documents
- Includes person with patient.
- May not charge patient.
- May not require patient to bring own interpreter.
- May not rely on person accompanying patient.

# Anti-Discrimination Laws: Recent OCR Enforcement

Date	Alleged Conduct	Resolution
8/30/23	Home Health agency denied home health care services based on HIV status	policy and training
8/8/23	Pa DHS denied application as foster parent because she receives SUD medication	Policy and training
6/16/23	CVS and Walgreens failed to fill prescriptions for methotrexate and misoprostol unrelated to abortion	Policy and training
5/15/23	MCR Health failed to provide auxiliary aid to deaf wife who accompanied patient; Should give "primary consideration" to request for aid from person with disability	Policy and training
3/23/23	Dearborn OBGYN refused request for sign language interpreter, cancelled appointment and terminated her as patient	Policies, training \$7,500 in damages



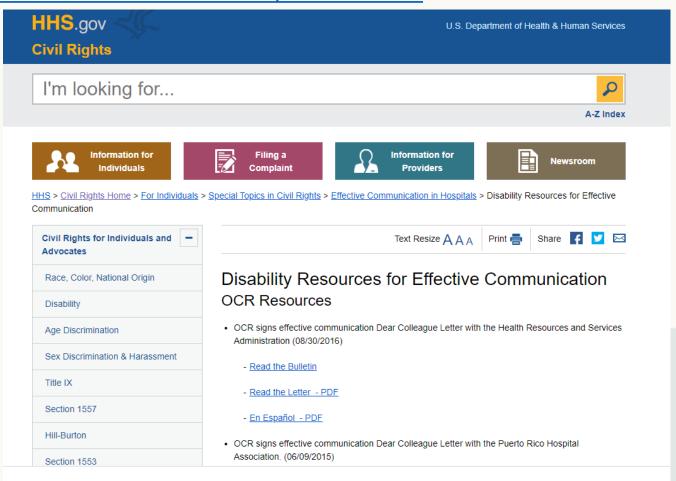
# Anti-Discrimination Law: Other Developments

- HHS issued report to increase language access for LEPs, including focus areas:
  - Internet access.
  - Telephone access.
  - Access to programs and activities.
  - (https://www.hhs.gov/about/news/2023/05/24/hhs-releases-report-increase-language-access-persons-with-limited-english-proficiency.html)
- DOJ proposes rule on Accessibility for Web and Mobile App Access re State and Local Govt Entities (88 FR 51948 (8/4/23)
  - Standards for web accessibility.
  - May portend standards for private businesses.
- HHS proposes rule prohibiting discrimination against LGBTQI+ in HHS funded grants, programs and services. (88 FR 44750 (9/11/23)).

### **OCR Disability Resources**

https://www.hhs.gov/civil-rights/for-individuals/special-topics/hospitals-effective-communication/disability-resources-effective-communication/index.html

- Sample policies and procedures
- Charts
- Bulletins
- FAQs
- Links to other resources



## Reproductive Rights

## ReproductiveRights.Gov

HHS has website concerning reproductive rights.

- Emergency care
  - EMTALA requires stabilizing treatment
- Birth control
  - ACA plans must cover birth control
- Medication
  - OCR guidance to pharmacies
- Access to abortion services
  - Depends on state law
- Other preventative health services
  - Insurance requirements

(https://reproductiverights.gov/)



Know Your Rights: Reproductive Health Care



## Reproductive Rights

- Availability of mifepristone for chemical abortions.
  - In 2000, FDA modified mifepristone subject to limitations.
  - In 2016, FDA updated regulations to extend mifepristone from 49 to 70 days of pregnancy and allowed APPs to prescribe.
  - In 2023, FDA modified rules to allow retail and online pharmacies to directly provide mifepristone via mail if prescribed in person or via telehealth.
  - In 4/23, Texas district court invalidated FDA's approval of mifepristone in 2000. (Alliance for Hippocratic Medicine v. FDA (N.D. Tex. 2023)). 5<sup>th</sup> Circuit upheld decision.
  - In 4/23, Supreme Court temporarily stayed district court order pending 5<sup>th</sup> Circuit appeal and writ of cert. (Alliance for Hippocratic Medicine v. FDA (S.Ct. 2023)).
  - In 8/23, 5th Circuit reversed district court's decision striking FDA's approval in 2000, but struck down FDA's 2016 and 2023 rules. (Alliance for Hippocratic Medicine v. FDA (5th Cir. 2023)
    - May not obtain mifepristone via mail or telehealth.
    - Limited to 49 days post-pregnancy.
  - DOJ intends to seek Supreme Court review.



## **Minor Consents**

### **Minor Consents**

- Dobbs v. Jackson Women's Health Org. undermined constitutional basis for allowing minors to consent contrary to state laws.
- Title X grantees
  - HHS regulations prohibit Title X grantees from requiring parental consent and notification for broad range of services to minors, e.g., pregnancy test and counseling, contraceptives, infertility, STDs, etc. (42 CFR 59.10(b))
  - In 12/22, Texas district court held that Title X regulations impermissibly infringe on parent's state law right to parental consent and federal constitutional right to direct upbringing of children. (*Deanda v. Becerra* (N.D. Tex. 2022))
  - On appeal to 5<sup>th</sup> Circuit.



**Legal Sidebar** 

#### Title X Parental Consent for Contraceptive Services Litigation: Overview and Initial Observations (Part 1 of 2)

February 10, 2023

Enacted in 1970, the Title X Family Planning Program (Title X) is a federal program that provides grants to public and nonprofit agencies to deliver family planning and related preventive health services. The Program directs grantees to furnish such services in a manner that prioritizes low-income individuals, with reduced or no cost to such individuals. At more than 3,000 service sites, Title X projects offer a range of clinical services including pregnancy testing and counseling, contraceptive services and counseling, basic infertility services, breast and cervical cancer screening, services related to sexually transmitted infection (STI), and adolescent-friendly health services. As to adolescent services, for almost four decades, lower courts—including the U.S. Courts of Appeals for the District of Columbia, Second, Eighth, and Tenth Circuits—have uniformly concluded that Title X precludes the imposition of a parental notification or consent requirement, including under relevant state laws. Consistent with this case law, current Department of Health and Human Services (HHS) regulations codified at 42 C.F.R. § 59.10(b) prohibit Title X projects from requiring parental consent and notification for services provided to minors.

In December 2022, however, the U.S. District Court for the Northern District of Texas issued an order in Deanda v. Becerra, ruling in favor of a parent who challenged Title X's parental consent and notification prohibition, objecting on religious grounds to his daughters' access to prescription contraception and other family planning services. The district court held that Title X's prohibition infringes upon the plaintiff's statutory right to parental consent under Texas law as well as his fundamental parental right under the U.S. Constitution to direct the upbringing of his children. Based on this conclusion, the court set aside the relevant portion of § 59.10(b). The court's constitutional ruling has potentially broad implications beyond Title X.

This two-part Sidebar series provides an overview of this litigation. Part 1 provides an overview of the relevant legal background. Part 2 provides a summary of the district court's order, as well as certain preliminary observations for Congress's consideration

https://crsreports.congress.gov/product/pdf/LSB/LSB10916



### **Additional Resources**



### https://www.hollandhart.com/healthcare



**People Capabilities** 



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## Questions

