



**Center for Beneficiary Choices**

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DATE: March 24, 2003

TO: All Managed Care Organizations (MCOs)

SUBJECT: Implementation of the Health Insurance Portability and Accountability Act (HIPAA) Privacy Standards - - **INFORMATION**

The purpose of this letter is remind you of the fast approaching, April 14, 2003, effective date of the HIPAA Privacy Rule. The Administrative Simplification provisions of HIPAA, which includes Privacy requirements, apply to health plans, health care clearing houses, and health care providers that transmit individually identifiable health information in electronic form. The privacy requirements limit the release of protected health information without the individual's knowledge and consent beyond that required for the individual's health care. The individual's personal information must be more securely guarded and more carefully handled.

The HIPAA Notice of Privacy Practices is **not** considered marketing material and **will not** be subject to regional office review.

The Office for Civil Rights (OCR) is the Departmental component responsible for implementing and enforcing the privacy regulation. OCR is sponsoring a national HIPAA Privacy Conference Call on March 26, 2003, 2:00- 3:30 p.m., we invite you to participate in that call. We've attached the conference announcement for your information.

To learn about the latest HIPAA Administrative Simplification outreach materials and events, join our HIPAA outreach listserv. To sign up, go to <http://list.nih.gov/archives/hipaa-outreach-1.html>.

If you or your staff have any questions, please contact Yolanda Robinson at 410-786-7627.

Sincerely,

/s/

Jean D. LeMasurier  
Acting Director  
Health Plan Benefits Group, CBC

Attachment

MEETING... ANNOUNCEMENT.... INVITATION

The Department of Health and Human Services' Office for Civil Rights (OCR) in conjunction with the Centers of Medicare and Medicaid Services (CMS) is pleased to invite you to participate in the HIPAA Privacy Implementation Roundtable conference call.

Day/Date/Time:

Wednesday, March 26, 2003 from 2:00 - 3:30 PM ET

Agenda:

1. Opening remarks by Rick Campanelli, J.D., Director Office for Civil Rights
2. Brief presentation about compliance/enforcement of the HIPAA Privacy Rule (20 minutes)
3. Questions and Answers (70 minutes)

Location: (Conference Call Only)

The call in number is 1-877-381-6315. The conference identification number is 8691541. Due to the volume of callers wishing to participate, we would appreciate it if you would dial in fifteen minutes before the start of the meeting.

NO Registration Required.

If you have any questions concerning the Roundtable, please contact Roberta Bostick, 202-619-2840 or [Roberta.Bostick@hhs.gov](mailto:Roberta.Bostick@hhs.gov).