

PivotHealth and Duthie Associates Team Up on Patient Privacy Rights

(Nashville, Tennessee, October 16, 2006) — Brentwood, Tenn., based physician practice management company PivotHealth has teamed up with Duthie Associates, Inc., a Nashville e-learning developer, to create a self-paced, intranet-delivered HIPAA training course for the physicians and staff of Queens-Long Island Medical Group (QLIMG) in New York. HIPAA stands for the Health Insurance Portability and Accountability Act passed by Congress in 1996. HIPAA is used to set and enforce guidelines for handling the personal information of patients. Failure to comply with HIPAA can cost providers and facilities up to \$250,000 per violation, and they may also face up to ten years in prison.

HIPAA: Privacy & Security will be a half-hour course, featuring interactive case studies and detailed review exercises. Unlike many existing HIPAA courses, which have been directed at hospital privacy officials, *HIPAA: Privacy & Security* addresses the concerns of physicians and their staffs by presenting the information they need to know to protect their patients' privacy on an everyday basis. The course has a physician-specific track and a staff-specific track, ensuring that all of the units presented to each user are relevant to their specific role. The lessons are scripted in plain, accessible English, and can be inexpensively re-customized to apply to other physician practices.

HIPAA: Privacy & Security will help ensure that all of QLIMG's employees understand the basics of HIPAA and how to comply with its requirements. The course is expected to debut at QLIMG at the end of November 2006.

About PivotHealth

PivotHealth is the leading medical group management services company, providing assistance to independent medical groups as well as hospital-affiliated and health-system affiliated medical groups. Based in Brentwood, Tennessee, PivotHealth manages medical groups across the country and provides services to many others. PivotHealth has an unparalleled track record in the areas of optimizing physician leadership and enhancing medical group relationships with hospital systems and payers. The company provides its services through multi-year management contracts, interim management contracts, consulting engagements and contracts to conduct patient and provider satisfaction surveys. For more information about the company and its services, please visit www.pivothealth.com or call (615) 373-8745.

About Duthie Associates, Inc.

Founded in 1989, Duthie Associates brings to the project a history of producing successful custom web-based training and presentation projects for healthcare providers such as HCA, Province Healthcare, and Dr. Jack Fisher. DAI's unique "S5" approach to building interactive e-learning products ensures results that satisfy customers' needs. For more information about DAI's services, please visit www.duthielearning.com or contact Andrew Duthie (615-298-7380 or andrew@duthielearning.com).