

Alternative Description for Introduction to Health Care Privacy Video

This video is part of the UC Health Care Privacy Training eCourse.

Time Code	Voiceover Transcript	Scene Description
00:00.2–00:01.5	Let's be honest.	Curtains part.
00:02.2–00:04.0	We've all probably been there before...	A crowd of people is revealed.
00:04.4–00:07.5	Having some sort of medical information we want kept private.	We zoom in on a man as the other people fade away.
00:08.6–00:10.5	Maybe it's something deeply personal...	The man holds his hands to his heart.
00:11.5–00:13.79	Something you're just tired of having to talk about...	We cut quickly to a group of people in a park; they're all asking the same question: "I hear you have blank; what's that like?!?"
00:14.6–00:18.5	Or something so embarrassing you hesitate to even mention it to a doctor.	We cut quickly back to the man. He's at home, speaking to a doctor over the phone because he has an action figure stuck in his ear.
00:19.6–00:22.6	Whatever it is, you wouldn't want it being known by others...	We cut to the man, close up, looking nervously side to side.
00:23.2–00:24.2	For social reasons...	We zoom out, revealing that the man is at a backyard social gathering. The doctor with whom he spoke on the phone is also at the party, and to the man's dismay, the doctor is telling her friend the story of someone getting an action figure stuck in their ear.

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00:26.0–00:27.4	And professional ones.	We cut to the man applying for a job at an action figure company; it's the same company that makes the action figure he got stuck in his ear. A woman behind a desk is reading his resume and nodding approvingly, but then turns and sees a picture on social media of the man with the action figure in his ear and her expression turns to one of aversion.
00:28.6–00:30.1	You want it kept private	We cut to a split screen of the man's picture on social media and the doctor telling the story of a man with an action figure stuck in his hear; these visuals disappear with a poof.
00:30.7–00:34.2	And understandably so, you have a right to that privacy.	We cut to the man standing confidently, with the action figure in his ears, as objects representing California and America — flags, government buildings, fields of grain, purple mountains, etc. — pop up behind him.
00:35.3–00:38.0	Our patients have that same fundamental right...	We transition to seeing a group of people, including some hospital patients, now standing before these symbols of California and America.
00:38.2–00:49.6	And place their trust in us, as members of the University of California workforce bound by the UC Statement of Ethical Values and required by federal and state law, to do the right thing...	Cut to an image of the UC Statement of Ethical values; the words "Integrity," "Accountability," "Respect," "Compliance with law and UC policy," and "Protect confidential and private records," pop out from the image.

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00:49.7–00:53.03	And protect patient health information as if it was our own.	Cut to a group of medical professionals protecting the words, “Protect confidential and private records”
00:54.9–00:59.5	Modern communication and record-keeping is a double edged sword in this regard.	Cut to a collection of electronic devices; a double-edged sword plows through, scattering them.
01:00.0–01:01.8	While it makes it easier...	Cut to a medical examination room; a doctor examines a patient and jots something down on a clipboard
01:01.9–01:05.6	For medical providers like UC to share information...	Cut to the same clipboard being passed along.
01:06.0–01:08.1	In order to keep our patients healthy...	Cut to the clipboard being handed to a pharmacist who’s helping the same patient who was being examined. Once the pharmacist gets the clipboard, medication appears and the patient smiles.
01:08.5–01:11.6	It also makes the health information patients want kept private...	The double-edged sword swings around.
01:11.7–01:13.6	More vulnerable to theft...	A thief’s hand reaches through a computer monitor and steals the clipboard containing the patient’s medical information.
01:14.0–01:15.0	Prying eyes...	Cut to a doctor examining the clipboard containing the patient’s medical information; someone pops up from behind a cubicle wall and looks over the doctor’s shoulder at the clipboard’s contents.

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01:16.0–01:17.9	And plain ol' carelessness.	Cut to that same doctor and a colleague leaving a coffee shop; we zoom in to see the doctor has left her bag, which contains the clipboard, under the table at which they'd been seated.
01:18.7–01:24.4	Which is why HIPAA, the Health Insurance Portability and Accountability Act, is so important...	Cut to the acronym "HIPAA," with each word that is part of it revealed.
01:24.9–01:29.6	For patients, who want their medical and other personal information kept private and protected...	The patient from earlier gives a thumbs up as a lock closes around clipboard, signaling it's protected.
01:29.9–01:39.4	And for medical care providers, like UC, who care for those patients and need to know the requirements and best practices for keeping patient information secure.	A slideshow of UC Workforce Members, many of whom are doctors and nurses at UC Medical Centers.
01:40.4–01:45.9	HIPAA, along with several other federal and state laws, establishes the specific criteria...	Cut to "HIPAA," with the various Federal — GINA, HITECH, SAMHSA, FERPA, The Common Rule — and State — CMIA, Lanterman Petris Short Act — laws that support it.
01:46.0–01:49.1	For Protected Health Information, or PHI...	Transition to "HIPAA" with the acronym "PHI", "protected health information."
01:49.6–01:54.4	As well as the procedures and framework for actively enforcing compliance with those standards...	Transition to "PHI" being enclosed in a locked box. Government agents labeled "Privacy Rule" and "Security Rule" observe it, making sure it's protected.

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01:54.5–01:58.5	And the penalties to be imposed if violations or breaches do occur...	Transition to the locked box being unlocked; “PHI” sneaks out; a police officer rushes after it.
01:58.8–02:01.5	Which, for organizations at fault could include:	Cut to a University of California wordmark (i.e., logo).
02:01.9–02:02.5	Fines...	The word “Fines” appears; lots of fines amounts, ranging from \$50 to \$1.5 million pop in and fade out in quick succession.
02:03.0–02:05.9	And potentially other criminal and civil penalties...	The word “Penalties” appears and a book labeled “The Book” flies in from off screen and hits the UC wordmark.
02:07.0–02:10.7	As well as the required burden of notifying affected individuals...	Two telephones appear on either side of the UC wordmark; two people, who are on the phone, appear as well and begin yelling at the UC wordmark through their phones.
02:11.8–02:13.8	State and federal authorities...	Transition to the UC wordmark now appearing behind microphones at some sort of governmental oversight hearing.
02:14.1–02:18.4	And perhaps even the public at large, through the media or other public notices...	Transition to the oversight hearing scene now appearing on the UCnet website homepage and the front page of the newspaper.
02:19.3–02:26.0	All of which can cause significant damage to the organization’s reputation, credibility and possibly even funding.	Cut to another University of California wordmark; the words “Reputation,” “Credibility” and “Funding” shrink beneath it.

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02:26.8–02:30.1	And for individuals at fault, could include penalties such as:	Cut to the doctor who assisted the man with the action figure stuck in his ear and who later told a friend about it at the backyard gathering; the doctor looks back and forth nervously.
02:30.4–02:35.2	Some form of disciplinary action up to and including potential job termination...	We zoom out to see the doctor's supervisor fire the doctor while the words "Potential Termination" pop up. This scene is a triptych (i.e., a three-panel scene).
02:35.6–02:36.3	Fines...	In the triptych's middle panel is a government agent and the doctor; the agent holds out his hand and the doctor gives him money, while the word "Fines" pops up.
02:36.7–02:39.3	And in rare cases, even jail time...	In the triptych's final panel, the doctor stands dejected as a jail cell door slams closed in front of them and the words "Even Jail Time" pop up.
02:40.5–02:43.3	Barriers to medical or nursing school admission...	Cut to two a medical school application and a nursing school application, each with "Rejected" stamped on them.
02:44.0–02:45.4	The loss of one's license...	Cut to a medical license being ripped in half.
02:45.8–02:54.0	Not to mention the fact that UC would have to divert time and resources away from its mission to address the consequences of the individual's actions.	Cut to the same doctor, sulking across the screen, as a clock and bag of money move from the words "UC's Mission, patient care, research, public service," to the words "cleaning up the mess."
02:55.3–02:58.8	That's where this training comes in. It will help you...	Cut to a still image of this training course.

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02:59.0–03:03.7	Understand HIPAA basics and recognize the importance of safeguarding patient information...	The still image fades away, revealing the words, “Understand HIPAA basics and recognize the importance of safeguarding patient information.”
03:04.3–03:09.0	Understand the criteria and required safeguards for Protected Health Information...	“Understand the criteria and required safeguards for Protected Health Information (PHI),” fades in.
03:09.2–03:12.0	As well as permissible uses and disclosures of it...	“Understand permissible uses and disclosures of PHI,” fades in.
03:12.6–03:14.9	Identify and avoid potential breaches...	“Identify and avoid potential breaches,” fades in.
03:15.5–03:20.4	And know who to contact, and how, when questions or concerns arise.	“Know who to contact when questions and concerns arise,” fades in