

# CATALYST

Consulting for Leading Brands

CASE STUDY:  
HIPAA & NLRA  
COMPLIANCE TRAINING



**Dignity Health**<sup>TM</sup>

“We chose Catalyst because [founder and CEO] Jennifer Maggiore and her team are well-known and well-versed experts in social media and risk / compliance. Her team adapted well to our needs and addressed all the issues we had to overcome with our staff. It was easy to get started, and we found them to be friendly and responsive. We continue to use materials developed by Catalyst to provide refreshers to leadership and employees on what to avoid when using social media. I think the overall experience was fantastic and I highly recommend them for training related to your social media needs.”

CHRISTOPHER PACE, DIRECTOR OF DIGITAL STRATEGY  
DIGNITY HEALTH



## EXECUTIVE SUMMARY

Increasingly, healthcare professionals using personal social media profiles are coming under fire for inadvertently (and in some cases intentionally) posting text, photos and videos which compromise patient privacy. This exposes them and their employers to HIPAA (Health Insurance Portability and Accountability Act) violations, which can carry stiff penalties and fines.

Leadership at healthcare organizations are often untrained when it comes to responding to matters involving social media, and what they can and cannot ask of employees. This exposes them and their employers to NLRA (National Labor Relations Act) violations, penalties and fines.

Dignity Health, a forward-thinking healthcare organization, searched for a training solution for its 8,000 Arizona healthcare professionals, to proactively avoid both HIPAA and NLRA violations involving social media use.

## CHALLENGES

While the client understood compliance, they grappled with how to best address personal social media use, and how to adequately train employees to avoid HIPAA and NLRA violations.

Dignity Health leadership found internal training programs to be cumbersome – important information didn't seem “to stick” because staff felt lectured and disengaged.

Further compounding the issue, the healthcare industry faces the challenges of high turnover, meaning that many new staff members had not been trained on the consequences of inadvertently (or intentionally) posting protected health information to social media.

These factors combined put the client at a greatly increased risk of costly violations.

## HOW CATALYST HELPED

Catalyst quickly synthesized all of the necessary information, including research and collaboration with industry legal experts to prepare custom presentations for staff and leadership. Our Founder & CEO, Jennifer Maggiore, presented a total of 7 live training sessions with Dignity Health's employees.

The first presentation was highly engaging and educational, providing staff with both fun, relatable pop culture references to healthcare privacy breaches, and sobering real-world case studies of professionals who suffered the consequences of violating privacy law via social media.

The second presentation was developed specifically for leadership. It provided background context on the rise and popularity of social media sites, and what they look like on desktop and mobile apps so that they could more credibly address usage by employees in the workplace. Leadership also learned about avoiding HIPAA violations, as well as how to respond to staff appropriately - social media posts involving wages and working conditions may be protected by NLRA law and must be handled with care.

Professional videographers filmed both sessions to provide an ongoing training tool for new hire orientation.

## RESULTS

- + Dignity Health leadership and employees are now aware of critical social media, HIPAA and NLRA guidelines, while patients are better protected from privacy breaches via social media.
- + Employees provided positive feedback on the quality of training, and their ability to retain the information provided in the presentations.
- + Leadership reports being better prepared to appropriately act on matters involving social media in the workplace, and increased confidence in their ability to create a culture of compliance.
- + The organization is able to demonstrate due diligence in that it has specifically addressed personal use of social media and protecting patient privacy.

**Contact Catalyst today to learn more,  
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