

# Health Services & Technology

As health data grows more complex and is more widely distributed, ensuring the privacy, security, and confidentiality of personal health information becomes more difficult.

Health care companies turn to EBG Advisors because of its extensive experience counseling on federal and state laws related to health information privacy and security, including the Health Insurance Portability and Accountability Act ("HIPAA").

We help clients prepare data forensics and security information responses, and we conduct educational and training seminars on various privacy and security issues. Clients rely on us for counsel on European Union Directive on Data Protection Safe Harbor compliance; Gramm-Leach-Bliley Act compliance; guidance on other federal, state, and legal privacy and security requirements; and HIPAA implementation and compliance. Clients also receive legal and contracting support, privacy and security risk assessments, and evaluation of privacy and security policies/inventories.

We provide the following services:

- Regulatory risk:
  - Analyze policy scenarios
  - Design operating models
  - Determine regulatory compliance requirements
  - Review Medicare coverage of innovative technology (MCIT)
  - Develop Medicare & Medicaid strategy
  - Advise on pharmaceuticals (340B, 505B2)
  - Work with private equity sponsors
  - Advise on Biden administration reforms

## Team

Machelle Dunavant Shields

James A. Boiani

Rachel Snyder Good

- Privacy and security:
  - Operationalize compliance programs
    - Review policies and procedures
    - Provide training
    - Develop privacy and security control guidance
    - Conduct table top exercises
  - Engage in vulnerability scanning
    - Review phishing campaigns
    - Perform continuous scanning and develop monitoring solutions
    - Conduct periodic ad hoc scanning
  - Conduct penetration testing
    - Provide application testing
    - Provide cloud testing
    - Provide network testing
  - Supply virtual interim privacy and security leadership coverage
    - Serve as virtual privacy officer
    - Serve as virtual security officer
  - Act as managed security services provider
    - Develop SEIM solutions
    - Manage functions of virtual security operations center (SOC) or network operations center (NOC)
  - Conduct risk assessments
    - Analyze HIPAA risk
    - Provide HITRUST audit support
    - Perform SOC2 audit
  - Provide security incident/breach support
    - Oversee forensic analysis
    - Provide breach reporting and individual notice support
    - Lead expert testimony in disputes

## Projects

Launch of Mental Health App  
June 6, 2016

Assessing the Design of Security Processes  
February 28, 2021

Vulnerability Testing  
January 31, 2021

HITRUST Certifications for a Large Lab Test Facility  
January 31, 2022

Data Storage for MCO and Provider  
March 24, 2023

## Insights

Better Joins EBG Advisors Network to Offer Healthcare Consultancy Services  
Announcements | June 7, 2023

Bradley Merrill Thompson Quoted in "The FDA Plans to Regulate Far More AI Tools as Devices. The Industry Won't Go Down Without a Fight"  
Media Coverage | *STAT News* | February 23, 2023

Bradley Merrill Thompson Quoted in "Outlook 2023: The Regulatory Path Ahead"  
Media Coverage | *Medtech Insight* | December 29, 2022

Bradley Merrill Thompson Quoted in "Torres Says Regulatory Alignment a Pressing Consideration for AI Change Control Draft"  
Media Coverage | *BioWorld* | October 24, 2022

Bradley Merrill Thompson Quoted in "Software to Predict Risk of Sepsis, Stroke Should Be Regulated as a Medical Device, Says FDA"  
Media Coverage | *Medtech Dive* | October 11, 2022

Epstein Becker Green's Unpacking Averages Report "Casts Doubt on Value of US FDA's Breakthrough Devices Program"  
Media Coverage | *BioWorld* | August 3, 2022

Bradley Merrill Thompson Quoted in “Senate HELP Sends User Fee Reauthorization Bill to Floor Vote”

Media Coverage | *RAPS Regulatory Focus* | June 14, 2022

Bradley Merrill Thompson Quoted in “FDA Should Step In to Help Spur AI/ML Standards”

Media Coverage | *RAPS Regulatory Focus* | June 13, 2022

Bradley Merrill Thompson Quoted in “3 Key FDA Topics for Medtechs in 2022”

Media Coverage | *Medtech Dive* | February 2, 2022

Bradley Merrill Thompson Quoted in “Use This App and Call Me in the Morning: The Promise of Prescription Digital Therapeutics”

Media Coverage | *Seeking Alpha* | January 8, 2022

## Contact

EBG Advisors is prepared to assist you with undertakings ranging from launching products to obtaining regulatory approval and legal representation. Please provide us with an overview of how we may be of service, or, if you have any questions, let us know and we'll direct them to the right consultant.

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