

## What is HIPAA?

Monday, 29 October 2007

Last Updated Monday, 29 October 2007

Question: What is HIPAA?

Answer: HIPAA stands for Health Insurance Portability and Accountability Act.

Under the Rule, new requirements will be placed on health care providers (covered entities.) Among them is that, with limited exceptions, covered entities must receive written, explicit authorization from an individual to use or disclose protected health information for marketing or fundraising.

For more information about HIPAA, please click on the following link.

<http://www.the-dma.org/government/hipaafaqs.shtml>