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New Medical Technologies
May Mean Gaps in Patient Privacy

*Twila Brase* of *Citizens’ Council for Health Freedom* Says
Patient Data Protection Not Moving as Fast as Technology

St. Paul, Minn.—New technologies flood the health care world daily, but according to a
new report, patient privacy may ultimately suffer.

A recent survey of health care executives found that fewer than half of hospitals, doctors,
pharmacies and insurers are prepared to protect patients from data breaches, even though many
in the industry are racing to convert to electronic health records.

The study by PricewaterhouseCoopers’ Health Research Institute interviewed 600 health care
executives and discovered that less than half are addressing implications for privacy and security.
Similarly, just half have addressed issues related to the use of mobile devices, and less than a
quarter have thought about social media implications.

Patient advocate *Twila Brase*, president of *Citizens’ Council for Health Freedom*, a freedom-
focused, patient-centered national health care organization based in St. Paul, Minn., says the race
for new technologies is leaving some very important issues on the back burner, including
keeping patient data private.

“*Technology can be a wonderful advancement in the world of health care,”* Brase said, “*but
when we jump in with both feet too soon, we forget about the patient and keeping patient data
private. As technologies advance, there are simply too many holes that patient data can fall
through—and this data can dangerously fall into the wrong hands.”*

Sensitive and private patient information can be compromised as more and more data is shared
through new technologies. Data can be accessed quicker and easier, and by more individuals,
leaving patients’ private records vulnerable.
The recent survey found that nearly 75 percent of health care organizations are planning to expand the purposes for which they use electronic patient health data. But just 47 percent are addressing privacy and security issues related to the electronic data, despite the fact that half of those surveyed said they were aware of some sort of privacy or security breach at their organization over the past two years.

Health information technology, or Health IT, has been in the spotlight after attracting extra federal money under the 2009 stimulus bill, which included a provision that encouraged doctors and hospitals to adopt electronic health records.

**Twila Brase** broadcasts a daily, 60-second radio feature, *Health Freedom Minute*, which brings health care issues to light for the American public. *Health Freedom Minute* airs on the entire American Family Radio Network, more than 150 stations nationwide. During the daily features, listeners can learn more about the agenda behind proposed health care initiatives and policies and what they can do to protect their health care choices, rights and privacy.

**Brase**, a public health nurse and health care freedom advocate, informs listeners of crucial health issues, such as the intrusive wellness and prevention initiatives in Obamacare, patient privacy and the need for informed consent requirements, the dangers of “evidence-based medicine” and the implications of state and federal health care reform.

*Health Freedom Minute* is sponsored by the **Citizens’ Council for Health Freedom**, a freedom-focused, patient-centered national health care organization based in St. Paul, Minn. CCHF supports patient and doctor freedom, medical innovation and the right of citizens to a confidential patient-doctor relationship.

For more information about **Citizens’ Council for Health Freedom**, visit [www.cchfreedom.org](http://www.cchfreedom.org).

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For more information or to interview Twila Brase, president and co-founder of Citizens’ Council for Health Freedom, contact Michael Hamilton, Hamilton Strategies, 215.519.4838, 610.584.1096, [MHamilton@HamiltonStrategies.com](mailto:MHamilton@HamiltonStrategies.com)

**Twila Brase** is president and co-founder of the **Citizens’ Council for Health Freedom**. She has been called one of the “100 Most Powerful People in Health Care” and one of “Minnesota’s 100 Most Influential Health Care Leaders.” The Council’s efforts have stopped government-issued treatment directives, added informed consent requirements for access to patient data and defeated a proposed Health Insurance Exchange. Brase’s daily radio commentary, *Health Freedom Minute*, is a 60-second radio address on pressing health care issues.