

Press Release



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Vital Now! and Minuteman Governance Join to Assist Health Care Vendors with Dramatic HIPAA Expansion

CRANSTON, RHODE ISLAND – November 10, 2010 – Vital Now!, a medical marketing and communications firm, is pleased to announce that it has signed a partnership agreement with Minuteman Governance, an information security consultancy.

“As life science companies, health care institutions and third-party vendors transition toward electronic health records, compliance with the recently expanded HIPAA security standard is more important than ever,” said Judy Isaacson, executive consultant of Vital Now!.

The HITECH Act, which was part of ARRA, has dramatically widened the scope of HIPAA by requiring all “business associates” (VENDORS) to comply with the law’s Security Rule. This is a significant expansion of the law and exposes health care vendors to increased liability, more rigorous enforcement measures and penalties that range from \$250,000 to \$1,500,000 for non-compliance.

“HITECH has raised the stakes for companies that provide services within the health care industry. The vast majority of vendors have not addressed these requirements and are therefore exposed to serious consequences,” says John Moynihan, president of Minuteman Governance. “We are pleased to be joining Vital Now! to assist organizations comply with this regulatory expansion.”

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“The law’s core requirements are non-technical, therefore compliance may not be achieved solely through technology,” Moynihan stressed. “Many organizations are misled into believing that a software program will allow them to be compliant with the HIPAA Security Rule. This is a dangerous, ill conceived approach to compliance. The consequences of a security violation would be catastrophic to a vendor.”

About Vital Now!

Headquartered in Cranston, RI, Vital Now! (www.vitalnow.net) provides medical sales, marketing and communications expertise. With broad industry experience, Vital Now! has developed a large network of industry contacts, from world-renowned organizations to today’s medical start-ups.

About Minuteman Governance

Headquartered in Hopkinton, MA, Minuteman Governance (www.minutemangovernance.com) provides comprehensive data protection and regulatory compliance services to clients throughout the United States, including policy development, risk assessment, employee training, IT audit, business continuity, data breach investigation and disaster recovery services.

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