

# Health Data Privacy Priorities

## Safeguard Patient Data



AdvaMed members are committed to ensuring personal health data is protected and safeguarded. AdvaMed exemptions do not expand allowable use of data but instead ensure companies can continue to access appropriate health information while complying with all federal laws.

**IMPACT:** *AdvaMed model exemptions ensure a streamlined process for patients and providers and provide consistency across the country.*

## Continue Fostering Patient Centered Innovation



Patients are at the center of everything our members do. Our exemptions allow cutting-edge medical research that is vital for improving patient access, outcomes, and quality of life to continue uninterrupted.

**IMPACT:** *Existing federal privacy requirements govern how a research study and participants interact with their data. Without an exemption for this agreement in state legislation, important clinical studies could be irreparably compromised or invalidated.*

## Keep Quality of Care High, Costs Low



Health care should always put patients and their safety first. Our exemptions ensure physicians and patients have access to critical life or death information in a timely manner and ensure providers are not bogged down with duplicative paperwork.

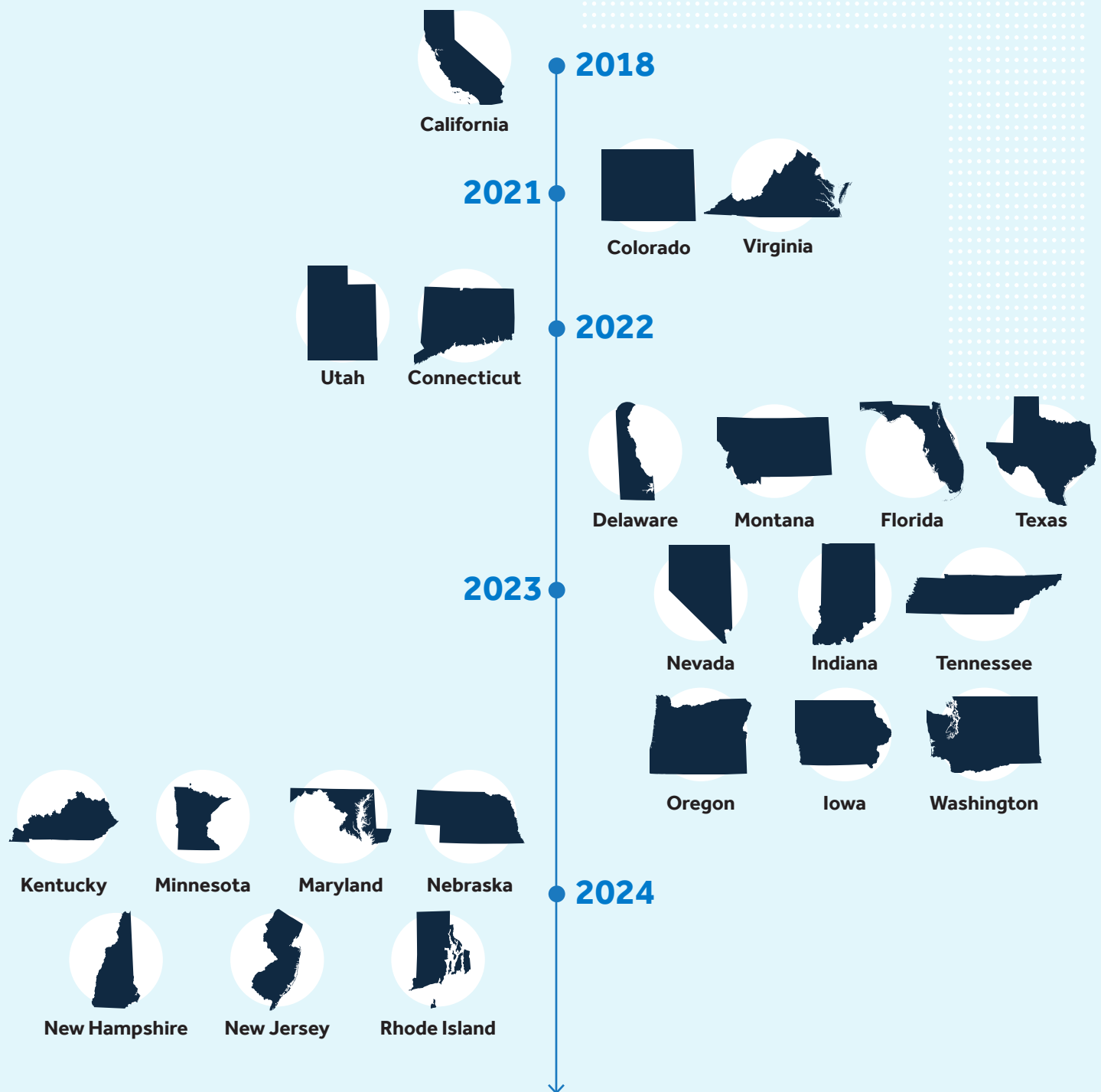
**IMPACT:** *An implantable device may be experiencing complications that require the manufacturer to contact the patient or provider to send important device recall information. Without an exemption, this critical information could not be shared.*

## Data Privacy in Action

A patient experiencing a heart attack may interact with a dozen different technologies to properly diagnose and treat the condition — e.g., diagnostics in the ambulance, vitals, electronic medical records, electrocardiogram, echocardiogram, pulse oximetry, fluoroscopy, anesthesia machine, implanted device, and many more.

Situations like these are already stressful enough for patients and families; repeating the consent process for every medical encounter creates additional burdens without any added benefit. For this reason, HIPAA and other federal regulations rely on notice rather than consent for certain uses and disclosures of health information.

## States with Enacted Data Privacy Laws



### Bottom Line

HIPAA has been on the books for almost 30 years, and while it is critical for protecting some patient data, it doesn't encompass the full breadth of recent advancements, innovation, and research within the medical technology industry. To keep pace with an ever-emerging field and the rapidly developing technologies that save lives and improve patient outcomes, critical exemptions for federally regulated data are necessary in state data privacy laws.