

Eli's Hospice Insider

Hospice News: Don't Let One Provider's \$25K HIPAA Fine Become Your Fate

HIPAA penalties don't just come from the federal government.

For example: New York State Attorney General **Eric Schneiderman** has fined **All American Home Care** \$25,000 for using patients' phone numbers for marketing purposes without their consent, the AG says in a release. **Marco Altieri**, the CEO of **Angels In Your Home**, planned to start his own home care company □ AAHC. "AAHC unlawfully obtained Angels' consumer's phone numbers, and used the phone numbers to contact consumers to urge them to switch from Angels to AAHC," Schneiderman explains in the release.

"It's unacceptable for a home care agency to try to pad its pockets by using patients' personal information without their consent," Schneiderman says. "My office will continue to hold accountable any company that violates a patient's right to privacy, especially for commercial gain."