**IFHIMA Announces New White Paper - Privacy of Health Information, an IFHIMA Global Perspective**

**Chicago, USA  11 December 2019** – The International Federation of Health Information Management Associations (IFHIMA), an organization committed to the advancement of health information management (HIM) practices for over 50 years, published its newest white paper during the 19th IFHIMA Congress in Dubai, United Arab Emirates.]

This white paper, *Privacy of Health Information, an IFHIMA Global Perspective*, was written to help HIM professionals, policy makers and regulators navigate the changing landscape of privacy of health information. The increasingly mobile, rapidly digitizing world of data is transforming all aspects of information and leading to new policies and regulations to support data privacy.

Beyond its primary purpose of improving personal healthcare outcomes, health data is being used for a wide range of purposes from improving population health, disease surveillance and the study of health economics. There are dramatic changes in how patients, consumers, or individuals access and use their health data. And, new technologies such as machine learning, artificial intelligence and biometric authentication are further compounding health information privacy challenges. Now more than ever, it is critical that the privacy of health information be protected.

In this *white paper*, IFHIMA, with decades of experience from its multinational membership, shares its unique perspective on health data privacy initiatives including:

- Global privacy trends
- The nature of personal information
- Maintaining trust when technology moves faster than regulations
- Privacy stewardship foundations, including the role of the privacy/compliance officer
- Avoiding risks, harm, and privacy breaches in an era of cyber security threats
- Sharing of digital health information for hospitals, community healthcare, medical institutions

During her keynote presentation, Marci MacDonald, IFHIMA past President, remarked that, “this newest whitepaper aligns with the theme of the 19th IFHIMA Congress, “Empowering HIM Professionals Through a Global Voice.””
The paper was written by a collective of IFHIMA members and HIM professionals from around the globe and also includes case studies from Australia, the European Union, India, Qatar, the Republic of Korea (South Korea), and the USA.

Those tasked with planning for increased data sharing while trying to manage healthcare privacy - be they Ministers of Health, department staff, privacy and data governance consultants, vendors, or HIM professionals, will especially find the contents of this paper useful.

The paper, and associated case studies, reviews how several countries and entities have approached health data challenges; it examines historical privacy tenets; and explores the changing privacy landscape, including the General Data Protection Regulation (GDPR) of the European Union and its worldwide impact.

Whether you are from a nation crafting its initial privacy regulations, or a nation revising insufficient policies, the information is relevant and enlightening.

Register here to receive this free white paper and learn more about IFHIMA.

“There has never been a time when the challenges of managing health data privacy while supporting the appropriate use of data to meet societal, institutional or individual requirements has been more important,” stated IFHIMA President Lorraine Fernandes.

About IFHIMA
The International Federation of Health Information Management Associations (IFHIMA) is a non-governmental organization (NGO) in official relations with the World Health Organization (WHO). The Federation, founded in 1968, acts as the global voice of the health information management profession to support delivery of healthcare services and activities and to share best practices. IFHIMA is committed to the advancement of health information management practices and the development of its members for the purpose of improving health data and health outcomes. IFHIMA membership information is available here. Or, for further information you may contact IFHIMA at Marketing@ifhima.org
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