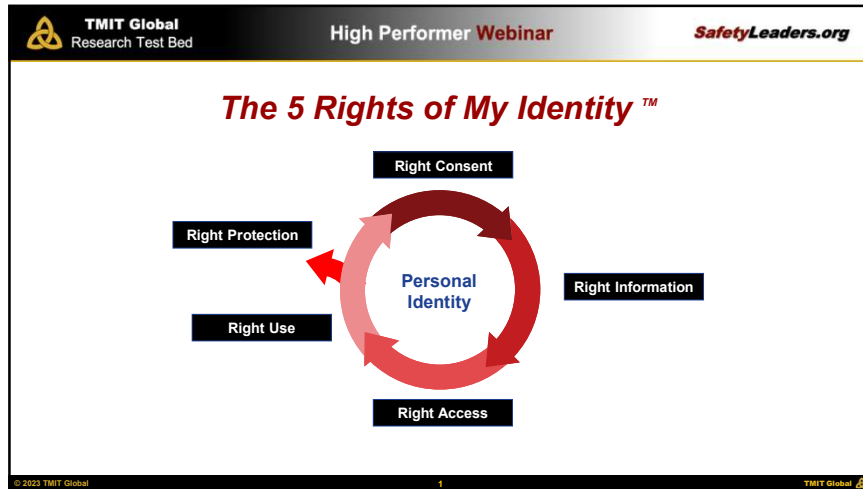




1

TMIT Global
Research Test Bed

High Performer Webinar

SafetyLeaders.org

Welcome



Charles Denham, MD
Chairman, TMIT Global
TMIT High Performer Webinar
December 21, 2023
Webinar 211

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2

Big Brothers Watchin'

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3

U.S. Department of Health and Human Services
Office of Inspector General

Eye on Oversight – Medical Identity

SOURCE: [Eye on Oversight - Medical Identity Theft | Office of Inspector General | Government Oversight | U.S. Department of Health and Human Services \(hhs.gov\)](#)

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Medical identity theft

Financial identity theft

SOURCE: <https://www.youtube.com/watch?v=9ST5cMEXmDU>

CareUniversity © TMIT Global 2023 Med Tac Bystander Rescue Care

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2023 Health Care Fraud Nationwide Enforcement Action



SOURCE: [HHS-OIG Remarks on the 2023 Health Care Fraud Nationwide Enforcement Action – YouTube](#)

CareUniversity © YMIT Global 2023 Med Tac Bystander Rescue Care

7

The screenshot shows the TMIT Global Research Test Bed website. The header includes the TMIT Global logo and the text 'Research Test Bed'. The main navigation bar lists various research areas: Acute Care, Behavioral Health, Cardiac, Diabetes, Geriatrics, Inpatient, Outpatient, Pediatrics, and Women's Health. The central banner features a large image with the text 'Chasing Zero' and a red box highlighting a 'Consent to Save Your Life' graphic. Below the banner, there are several sections: 'Building the Healthcare Teamwork Hospital', 'Med For Ryland', 'High Performance & Rights Collaborations', 'CareMeer', 'Testimonials and News', and 'External Sources'. The footer contains contact information for TMIT Global.

8

CareUniversity

TMIT Global Research Test Bed

MED + TAC
Global

SafetyLeaders®

Learning Management System

The diagram illustrates a four-stage process flow for the Learning Management System, represented by four interconnected circular loops in a horizontal sequence. Each loop contains text and has arrows indicating a clockwise flow from one stage to the next. The stages are: 1. COMMUNITY OF PRACTICE DEVELOPMENT (blue loop), 2. COURSE R&D (teal loop), 3. COMPETANCY TEST R&D (yellow loop), and 4. CERTIFICATION & INCENTIVE R&D (red loop). A large red arrow points to the right, extending from the end of the fourth loop.

CareUniversity

CareUniversity®

TMIT Global Research Test Bed

MED + TAC Global

SafetyLeaders®

Certificates for Med Tac Program

STOP THE BLEED
SAVE A LIFE

AMERICAN COLLEGE OF SURGEONS
Inspiring Quality.
Highest Standards. Better Outcomes
100+ years

American Heart Association
Heartsaver® First Aid CPR AED

Med Tac Bystander Resusc Care

9

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Emerging Threats Speakers and Reactors

			
Jennifer Dingman	Vicki King	John Nance JD	Randy Styner
			
Dr. Gladstone McDowell	Chief William Adcox	Gregory Botz MD	Charles Denham MD

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Current 2023 Workplace Violence & Fraud Series

CareUniversity

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Med Tac Bystander Resusc Care

11

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Workplace Violence & Fraud Series 2023 Speakers and Reactors

				
Jennifer Dingman	David Morris PhD JD	Vicki King	John Nance JD	Randy Styner
				
Ann Rhoades	C. Clements MD PhD	Chief William Adcox	Gregory Botz MD	Charles Denham MD

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12

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Voice of Patient and Family



Jennifer Dingman

Founder, Persons United Limiting Substandard and Errors in Healthcare (PULSE), Colorado Division
Co-founder, PULSE American Division
TMIT Patient Advocate Team Member
Pueblo, CO

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13

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If you wish to follow us on Twitter,
go to: <http://twitter.com/TMIT1>
or use [#safetyleaders](#) hashtag



Also, go to:
www.facebook.com/SafetyLeaders
and related sites



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14

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Our Purpose, Mission, and Values





Our Purpose:
We will measure our success by how we protect and enrich **the lives of families...patients AND caregivers.**

Our Mission:
To accelerate performance solutions that **save lives, save money, and create value** in the communities we serve and ventures we undertake.

Our ICARE Values:
Integrity, **C**ompassion, **A**ccountability, **R**eliability, and **E**ntrepreneurship.

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15

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Disclosure Statement

The following panelists certify that unless otherwise noted below, each presenter provided full disclosure information; does not intend to discuss an unapproved/investigative use of a commercial product/device; and has no significant financial relationship(s) to disclose. If unapproved uses of products are discussed, presenters are expected to disclose this to participants. None of the participants have any relationship medication or device companies discussed in their presentations.

Dr. Gladstone McDowell has nothing to disclose
Vicki King has nothing to disclose
John Nance JD has nothing to disclose
Chief William Adcox has nothing to disclose
Dr. Botz has nothing to disclose
Randy Styner has nothing to disclose
Jeni Dingman has nothing to disclose

Charles Denham, MD, is the Chairman of TMIT; a former TMIT education grantee of CareFusion and AORN with co-production by Discovery Channel for *Chasing Zero* documentary and Toolbox including models; and an education grantee of GE with co-production by Discovery Channel for *Surfing the Healthcare Tsunami* documentary and Toolbox, including models. HCC is a former contractor for GE and CareFusion, and a former contractor with Siemens and Nanosonics, which produces a sterilization device, Trophon. HCC is a former contractor with Senior Care Centers. HCC is a former contractor for ByoPlanet, a producer of sanitation devices for multiple industries. He does not currently work with any pharmaceutical or device company and has not done so for more than 5 years. His current area of research is in threat management to institutions including conflict of interest, healthcare fraud, and continuing professional education and consumer education including bystander care. Dr. Denham has been a collaborator with the late Professor Christensen at Harvard Business School.

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16

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David Grinsfelder has no
Randy Styner has nothing
Chief William Adcox has
Danny Policichio nothing
Dr. Gladstone McDowell
Dr. Botz has nothing to d
Charlie Denham III has no
Jeni Dingman has nothing

The TMIT Global High Performer Webinar Series has been entirely funded by private family philanthropy. No direct, indirect, or affiliated financial support has ever been or ever will be provided by healthcare pharmaceutical or device companies.

Charles Denham, MD, is the
Channel for *Chasing Zero*
for *Surfing the Healthcare Tsunami* documentary and Toolbox, including models. HCC is a former contractor for GE and CareFusion, and a former contractor with Siemens and Nanosonics, which produces a sterilization device, Trophon. HCC is a former contractor with Senior Care Centers. HCC is a former contractor for ByoPlanet, a producer of sanitation devices for multiple industries. He does not currently work with any pharmaceutical or device company and has not done so for more than 5 years. His current area of research is in threat management to institutions including conflict of interest, healthcare fraud, and continuing professional education and consumer education including bystander care. Dr. Denham has been a collaborator with the late Professor Christensen at Harvard Business School.

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17

Survive & Thrive Guide

1,000 Worker Study

The 5 R's of Safety

Readiness
Resilience
Response
Recovery
Rescue

HEAD

HEART

HANDS

VOICE

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18

Head Heart Hands Voice

The 5 R's of Safety

Readiness
Resilience
Response
Recovery
Rescue

Safety

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19

Survive & Thrive Guide: Keeping Your Family Safe

TMIT Global Research Test Bed

3,100 Hospitals in 3,000 Communities

500 Subject Matter Expert Pool Developed over 39 Years

500 Subject Matter Experts

Turn the Science into Safety.

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20

[illegible]

Emerging Threats

Community of Practice

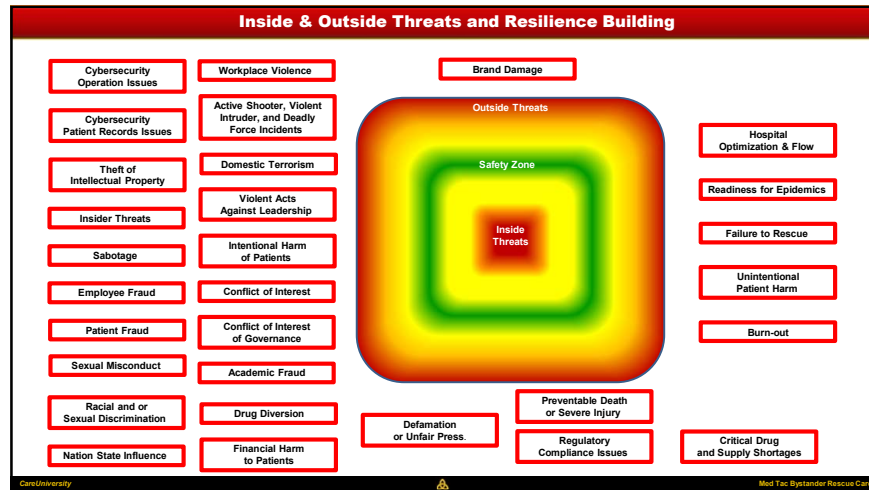


The diagram, titled "The Healthcare Threat Safety Spectrum," illustrates a continuum of threats. A horizontal rainbow bar represents the spectrum, with colors transitioning from purple on the left to red on the right. Above the bar, a black arrow points right, containing the following categories from left to right: Academic Fraud, Patient Safety Errors of Omission, Workplace Employee Bullying, Administrative Misconduct, and Cyber & I.P. Theft. Below the bar, another black arrow points right, containing: Invisible Threats, Traditional Risk Issues, and Invisible Threats. The "Traditional Risk Issues" category is highlighted in a purple box. The "Invisible Threats" labels are in red text. The diagram is set against a dark background with a teal header.

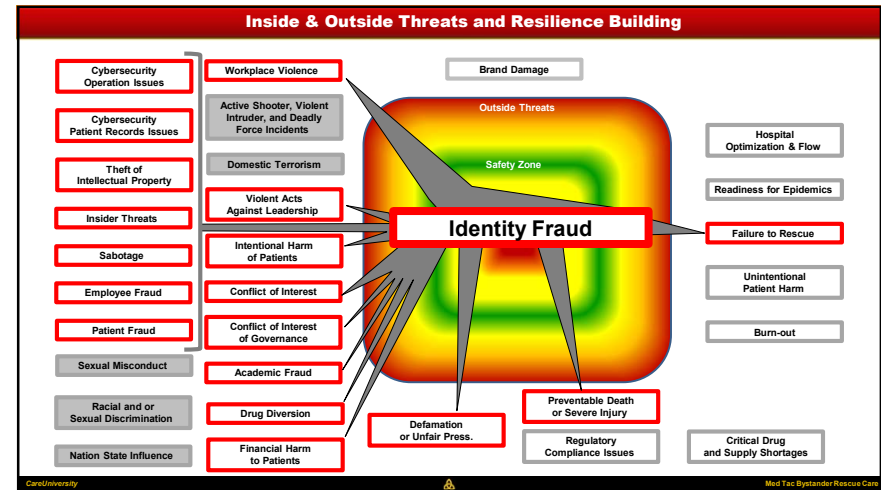
The diagram is titled "The Healthcare Threat Safety Spectrum". It features a horizontal bar with a color gradient from purple on the left to red on the right. Above the bar, four categories are listed: "Academic Fraud", "Patient Safety Errors of Omission", "Workplace Employee Bullying", and "Administrative Misconduct", "Cyber & I.P. Theft". Below the bar, three categories are listed: "Inevitable Threats", "Threatened Risk-Based", and "Inevitable Threats".

The private community of practice addresses a number of sensitive topics and subject matter that should not be made public for security reasons.

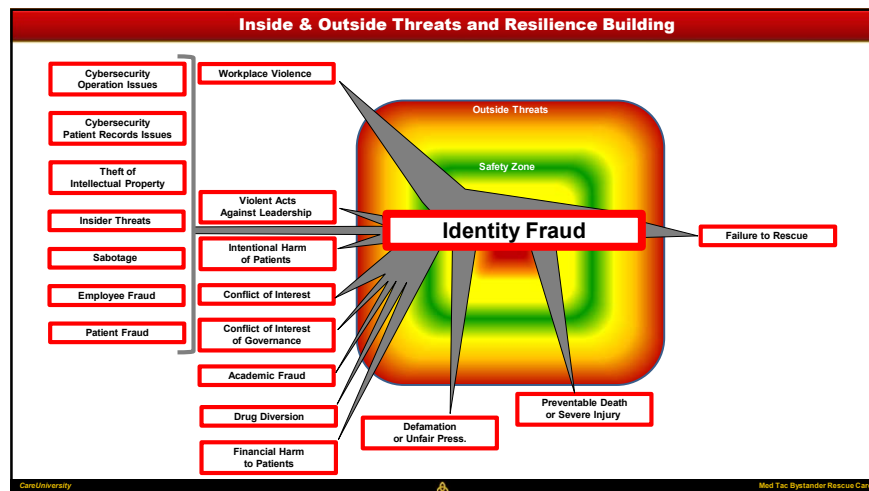
- **Brand Damage** from Outside, Inside, and or Mixed Outside-Inside Threats including cyberterrorism.
- **Workplace Violence** including physical, verbal, sexual, or emotional harassment, bullying or harm to caregivers, staff, students, or patients.
- **Active Shooter, Violent Intruder, and Deadly Force Incidents** including events causing physical harm to staff, caregivers, students, or patients.
- **Domestic Terrorism** such as organized attacks using chemical, biological, radiologic, nuclear, and explosive weapons. Also weaponization of transportation & vehicles (CRIME7).
- **Violent Acts Against Leadership** where administrative, clinical, or governance leaders or individuals targeted by insiders or outsiders.
- **Intentional Harm of Patients** by caregivers who commit harmful acts against patients and/or individuals whom they do not report such as patients.
- **Unintentional Patient Harm** through errors of omission from systems failures identified by mortality reviews such as diagnostic or care.
- **Failure to Rescue** in pre-hospital, hospital, and post-hospital continuity of care.
- **Hospital Optimization & Flow** with overcrowding & boarding/transit issues.
- **Readiness for Epidemics** including preparedness for testing and volume surges.
- **Sexual Misconduct** including sexual harassment, abuse of power, and harm to caregivers, students, or patients.
- **Racial and/or Sexual Discrimination** against those we serve including patients and their families and those who serve in the organization.
- **Cybersecurity Patient Records** issues including breach, theft, and contamination of medical records leading to patient and caregiver harm.
- **Cybersecurity Operation Issues** including breach, theft, and contamination of operational records, invasion of data systems, and ransom crimes.
- **Theft of Intellectual Property** by insiders, outsiders, or nation-states.
- **Sabotage** of service, information systems, clinical care, and property.
- **Employee Fraud** including misrepresentation of identity or qualifications, safety related issues such as vaccination and testing status, and observations of harm.
- **Patient Fraud** including misrepresentation of identity, safety related issues such as vaccination and testing status, and observations of harm.
- **Nation State Influence** through academic espionage, financial conflicts of interest, or means.
- **Drug Diversion** by staff including caregivers and pharmacists who divert medications for themselves or others.
- **Conflict of Interest** of staff including physicians, researchers, and administrators including disclosed and undisclosed financial relationships.
- **Conflict of Interest of Governance** including undisclosed financial relationships and disclosed financial relationships.
- **Academic Fraud** including plagiarism, falsification, plagiarism, or dishonest grant documentation including applications and reports.
- **Defamation or Unfair Press** by investigative reporting or false whistleblowers.
- **Burn-out of caregivers, leadership, and staff.**
- **Critical Drug and Supply Shortages** such as I.V. fluids, medications, and key supplies.
- **Regulatory Compliance Issues** including new risk for non-compliance.



25



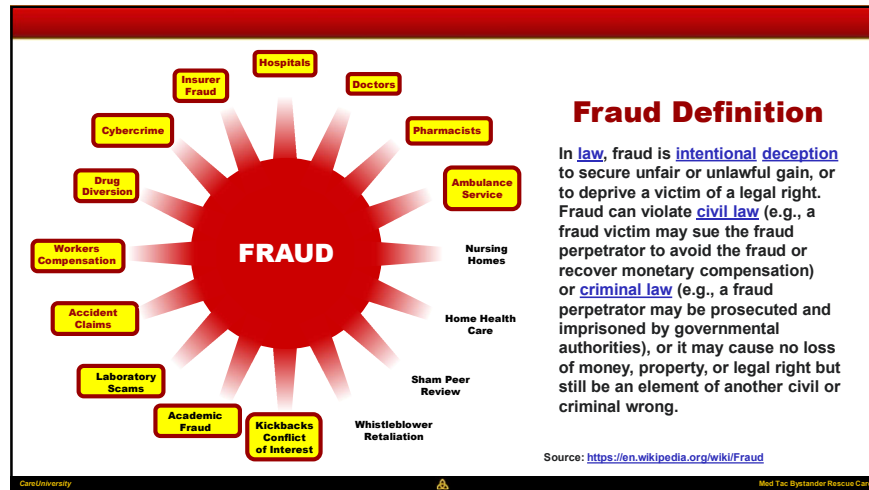
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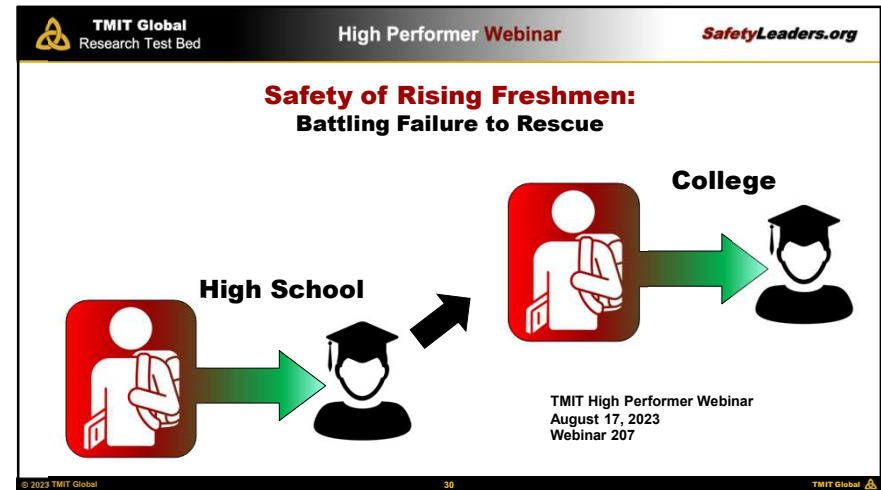
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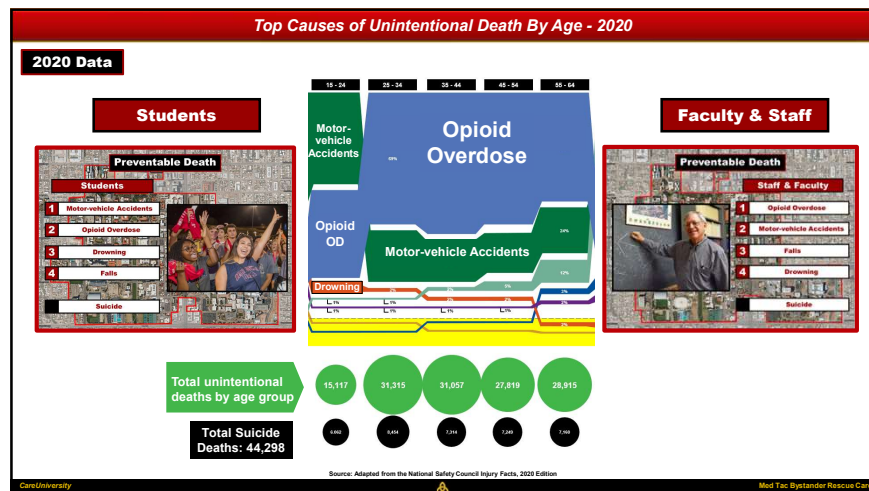
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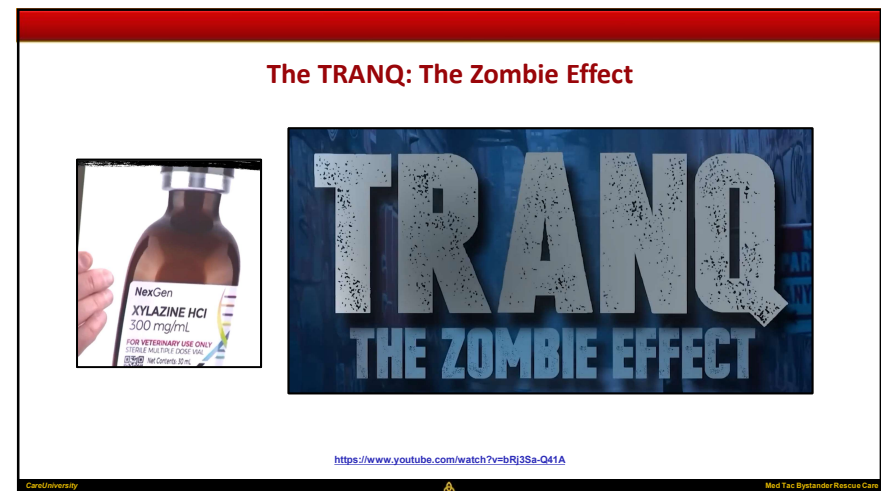
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30



31



32

The Problem: Failure to Rescue

Cardiac Arrest	Choking & Drowning	Opioid OD & Poisoning	Anaphylaxis
Cardiac Arrest: There is an epidemic of SCA with one quarter of the SCA events in children and youth occurring at sporting events. CPR and AED use have a dramatic impact on survival. <i>Possible Lives Saved in the US: 41 adults every hour and 19 children per day. 25% of SCA deaths in children occur at such events - 4 per day.</i>	Choking: More than 100,000 lives have been saved with the Heimlich Maneuver. Most choking deaths are preventable. <i>Possible Lives Saved in the US: 13 per day</i> Drowning: By population, drowning and near-drowning events are very common. Since much of the OC population is near water, the numbers are likely much greater. <i>Possible Lives Saved in the US: 11 per day</i>	Opioid Overdose and Poisoning: An exploding opioid OD crisis is gripping our nation with a great toll on families. Naloxone reversal agents, rescue breathing and positioning, and rapid EMS response saves lives. Awareness drives prevention. <i>Possible Lives Saved in the US: There are 283 OD deaths per day. Up to 11 lives may be saved per hour.</i>	Anaphylaxis & Life-Threatening Allergies: Many events are unreported; however 22% occur in children without a prior diagnosis of allergies. More than one in twenty adults will have an anaphylactic event in their lifetime. Epinephrine auto-injectors save lives within minutes. <i>Possible Lives Saved in the US: 2 per day</i>
Major Trauma	Infection Care	Transportation	Bullying
Major Trauma & Bleeding: Bystander care especially for major bleeding using Stop-The-Bleed techniques of wound pressure, bandages, and tourniquets can have an enormous impact on survival. <i>Possible Lives Saved in the US: 14 per hour</i>	Infection Care: Epidemics, pandemics, and seasonal infections are a leading cause of death. Prevention, preparedness, protection, and performance improvement strategies and action are critical to save lives and inform all Med Tac efforts. They are a feature of all Med Tac Bystander Rescue Care. <i>Possible Lives Incalculable - More than 1 Million from COVID alone. Almost 1,000 per day from sepsis.</i>	Non-Trauma Related Vehicular Accidents: The incidence of non-traffic related drive-over accidents near schools and home is greater than 80 per week. More than 80% of the drivers are a parent or friend. <i>Possible Lives Saved in the US: Including adults, there are 1,900 deaths per year; many are preventable.</i>	Bullying & Workplace Violence: Bullying and abuse of power in schools and at work can lead to suicide, workplace violence, violent intruders, and active shooter events. <i>Possible Lives Saved in the US: Difficult to estimate, however the consensus is that they are likely to be very significant.</i>

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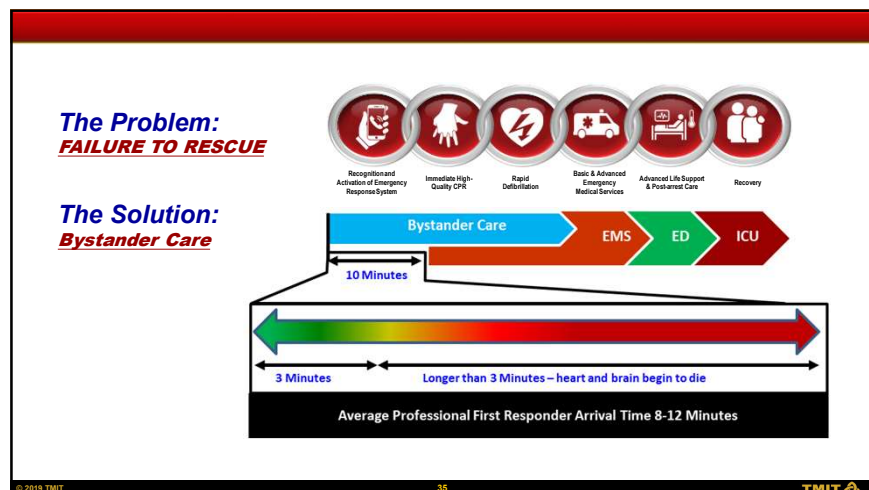
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The Solution: Bystander Rescue Care

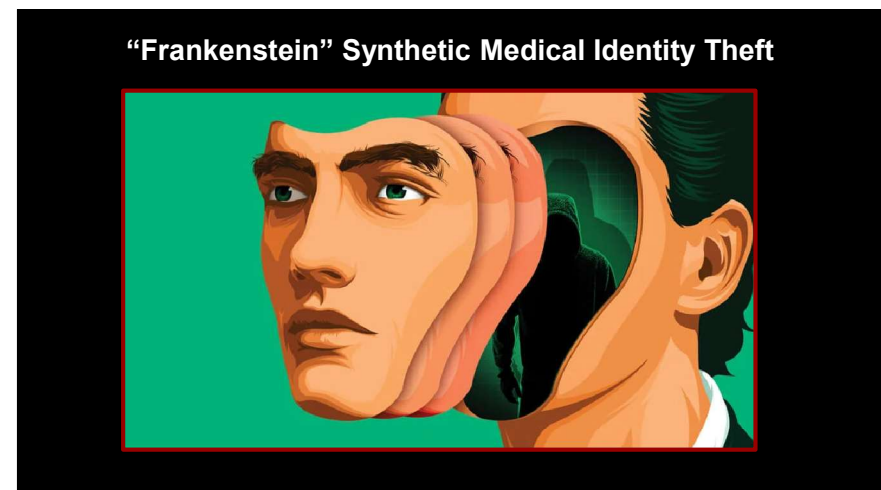
Cardiac Arrest	Choking & Drowning	Opioid OD & Poisoning	Anaphylaxis
Sudden Cardiac Arrest: There is an epidemic of SCA with one quarter of the SCA events in children and youth occurring at sporting events. CPR and AED use have a dramatic impact on survival. <i>Possible Lives Saved in the US: 41 adults every hour and 19 children per day. 25% of SCA deaths in children occur at such events - 4 per day.</i>	Choking: More than 100,000 lives have been saved with the Heimlich Maneuver. Most choking deaths are preventable. <i>Possible Lives Saved in the US: 13 per day</i> Drowning: By population, drowning and near-drowning events are very common. Since much of the OC population is near water, the numbers are likely much greater. <i>Possible Lives Saved in the US: 11 per day</i>	Opioid Overdose and Poisoning: An exploding opioid OD crisis is gripping our nation with a great toll on families. Naloxone reversal agents, rescue breathing and positioning, and rapid EMS response saves lives. Awareness drives prevention. <i>Possible Lives Saved in the US: There are 283 OD deaths per day. Up to 11 lives may be saved per hour.</i>	Anaphylaxis & Life-Threatening Allergies: Many events are unreported; however 22% occur in children without a prior diagnosis of allergies. More than one in twenty adults will have an anaphylactic event in their lifetime. Epinephrine auto-injectors save lives within minutes. <i>Possible Lives Saved in the US: 2 per day</i>
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Sources: CDC and Other Sources
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34



35



36

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The Threat of Online Relationships



Randy Styner
 Director Emergency Response
 University of California Irvine
 Community Leader
 Best Selling Author

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37

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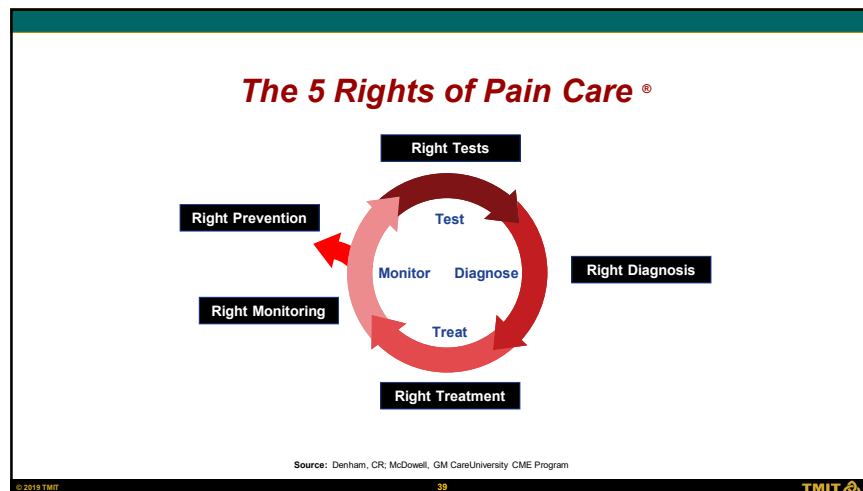
The 5 Rights of Pain Management



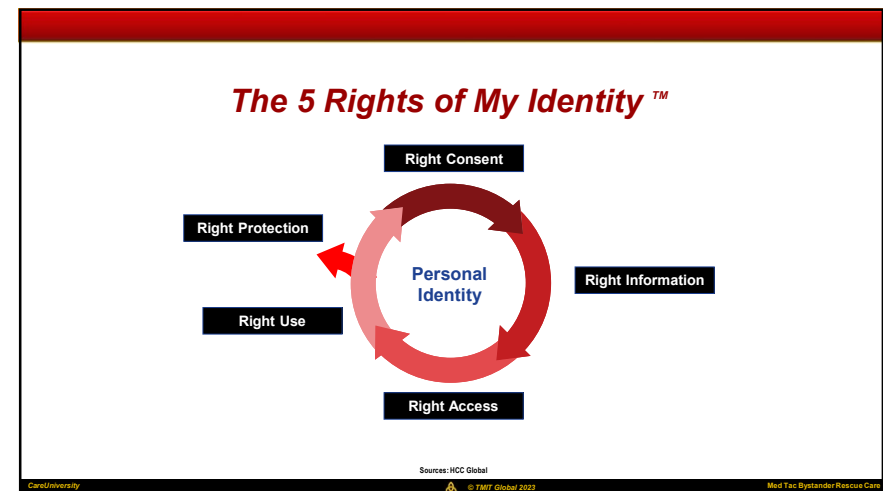
Gladstone C. McDowell, II, MD
 Pain Management Specialist
 Urologic Oncologist
 Director, Task Force Leader
 Texas Medical Institute of Technology (TMIT)
 Austin, TX

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38



39



40

General Data Protection Regulation and California Consumer Protection Act

CCPA VS. GDPR RIGHTS

CCPA

- Right to request information
- Right to data portability
- Right to opt-out
- Right to access data
- Right to disclosure
- Right to deletion

GDPR

- Right to be informed
- Right of access
- Right to rectification
- Right to erasure
- Right to restrict processing
- Right to data portability
- Right to object to processing
- Rights in relation to automated decision making and profiling

SOURCE: <https://dataprivacymanager.net/ccpa-vs-gdpr/>

CCPA VS. GDPR	
IT APPLIES TO: - It applies to profit entities that process personal data of residents of California and other: - Have 24 million \$ in annual revenue - Hold personal data of 50,000 consumers - Have at least half of their revenue from the sale of personal data	IT APPLIES TO: It applies to any organization that processes personal data of European citizens and residents, even if the organization is outside of European Union.
BASIS FOR CONSENT Opt out	BASIS FOR CONSENT Opt in
PENALTIES \$1,500 per record for each unintentional violation 7,500 \$ per actual damages for each intentional violation	PENALTIES 4% of annual turnover or 20 million EUR, whichever is greater 2% of global annual turnover or €10 million, whichever is higher
ENFORCEMENT January 1st 2020	ENFORCEMENT From May 25th 2018
RIGHTS OF INDIVIDUALS - Right to request information - Right to data portability - Right to opt-out - Right to access data - Right to disclosure - Right to deletion	RIGHTS OF INDIVIDUALS - Right to be informed - Right of access - Right to rectification - Right to erasure - Right to restrict processing - Right to data portability - Right to object to processing - Rights in relation to automated decision making and profiling

41

What is "1st Party, 2nd Party, and 3rd Party Personal Data"?

First-party, second-party, and third-party data are terms used in the context of data collection and ownership, particularly with regard to personal information about consumers. They describe different sources and relationships regarding the data:

1st Party Data

2nd Party Data

3rd Party Data

► **First-Party Data:**

- Definition:** First-party data refers to information that an organization collects directly from its own customers or users. It is data that the organization owns and controls because it is gathered from its interactions with individuals.
- Example:** When a website collects data on user behavior, such as website visits, product views, or user preferences, that data is considered first-party data for the website owner.

► **Second-Party Data:**

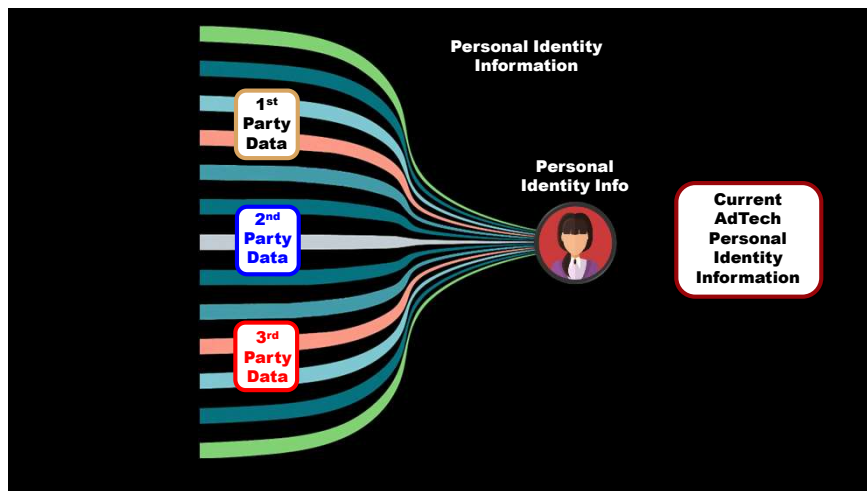
- Definition:** Second-party data is essentially someone else's first-party data that is shared with your organization through a direct partnership or agreement. It is data collected by another organization and then shared with your organization, typically in a mutually beneficial arrangement.
- Example:** If an e-commerce company partners with a complementary business, such as a travel booking platform, to exchange customer data (with consent and privacy compliance), the travel platform's customer data, when used by the e-commerce company, becomes second-party data for them.

► **Third-Party Data:**

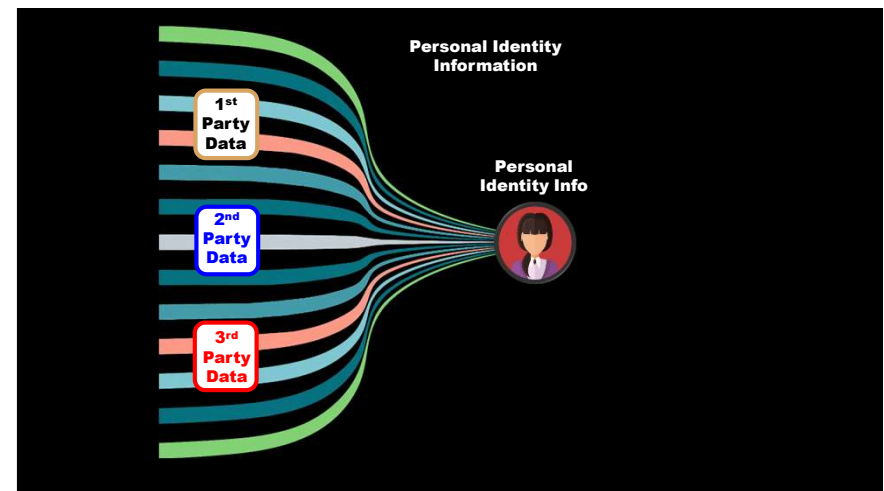
- Definition:** Third-party data is data that an organization acquires from external sources that are not the organization's own customers or partners. It is data collected and aggregated by other entities, such as data brokers, and is typically purchased or licensed for various purposes, including marketing and analytics.
- Example:** If a marketing agency buys a dataset of consumer preferences and demographics from a data broker to target advertising campaigns, that dataset is considered third-party data for the marketing agency.

Sources: HCC Global

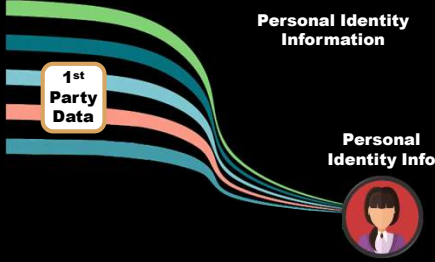
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1st Party Data

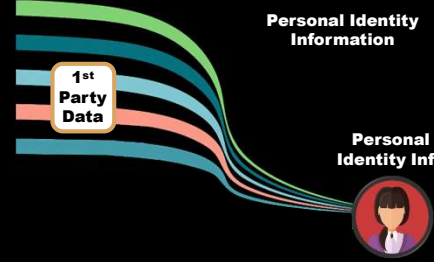
Personal Identity Information

Personal Identity Info

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45



1st Party Data

Personal Identity Information

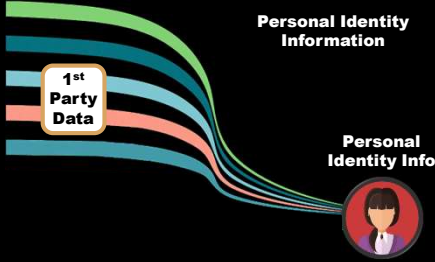
Personal Identity Info

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First-Party Data
Direct relationship with the customer
Collected with consent
Individual data
High accuracy and reliability
Not shared
Examples:- Customer email- Phone number- Purchase history- Support history- Loyalty program info

46



1st Party Data

Personal Identity Information

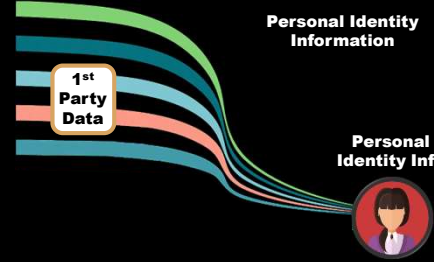
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1st Party Data

Personal Identity Information

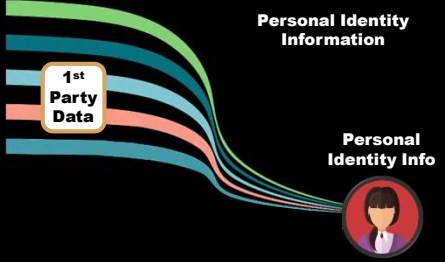
Personal Identity Info

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Examples:- Customer email- Phone number- Purchase history- Support history- Loyalty program info

48



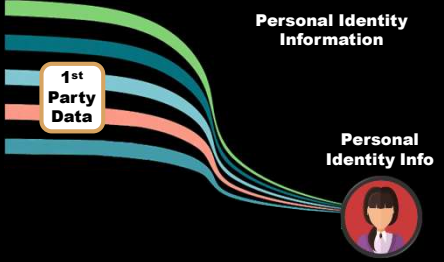
The diagram shows multiple colored lines (green, blue, orange, red) representing data streams. These lines originate from a box labeled '1st Party Data' and converge into a circular icon of a person labeled 'Personal Identity Info'. Above the person icon is the text 'Personal Identity Information'.

First-Party Data
Direct relationship with the customer
Collected with consent
Individual data
High accuracy and reliability
Not shared
Examples:- Customer email- Phone number- Purchase history- Support history- Loyalty program info

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- **Definition:** First-party data refers to information that an organization collects directly from its own customers or users. It is data that the organization owns and controls because it is gathered from its interactions with individuals.
- **Example:** When a website collects data on user behavior, such as website visits, product views, or user preferences, that data is considered first-party data for the website owner..

49



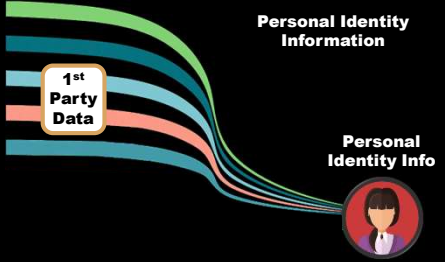
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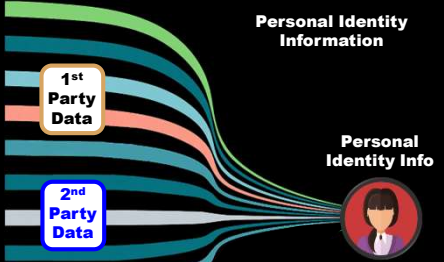
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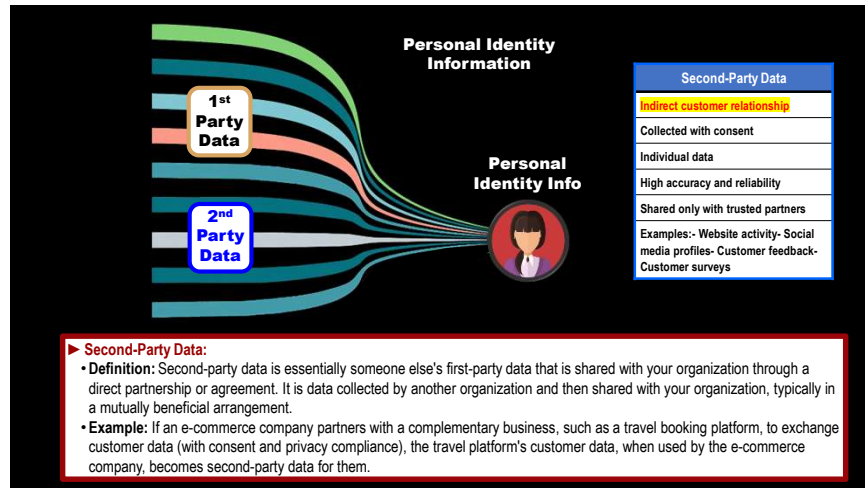


The diagram shows multiple colored lines (green, blue, orange, red) representing data streams. These lines originate from a box labeled '1st Party Data' and converge into a circular icon of a person labeled 'Personal Identity Info'. Above the person icon is the text 'Personal Identity Information'. Additionally, a single blue line originates from a box labeled '2nd Party Data' and also converges into the same person icon.

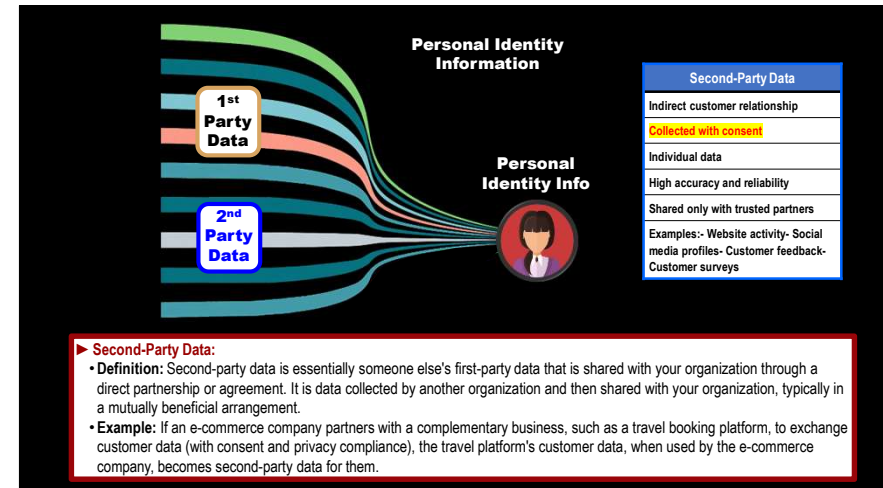
► **Second-Party Data:**

- **Definition:** Second-party data is essentially someone else's first-party data that is shared with your organization through a direct partnership or agreement. It is data collected by another organization and then shared with your organization, typically in a mutually beneficial arrangement.
- **Example:** If an e-commerce company partners with a complementary business, such as a travel booking platform, to exchange customer data (with consent and privacy compliance), the travel platform's customer data, when used by the e-commerce company, becomes second-party data for them.

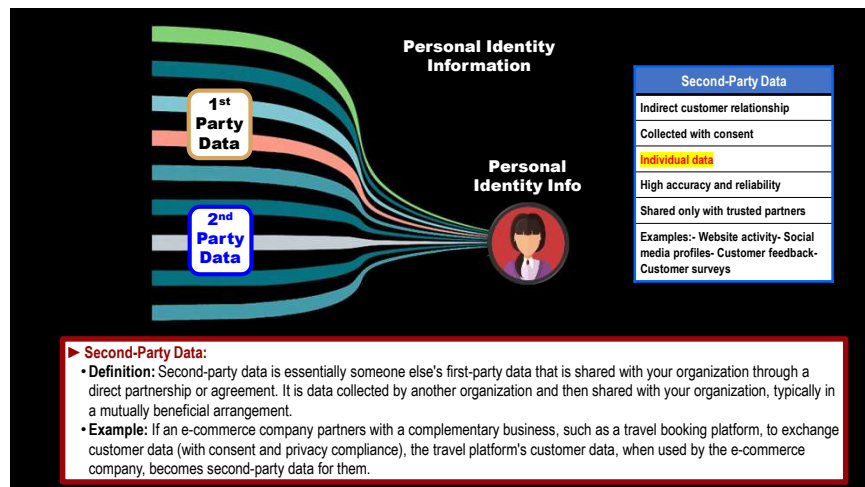
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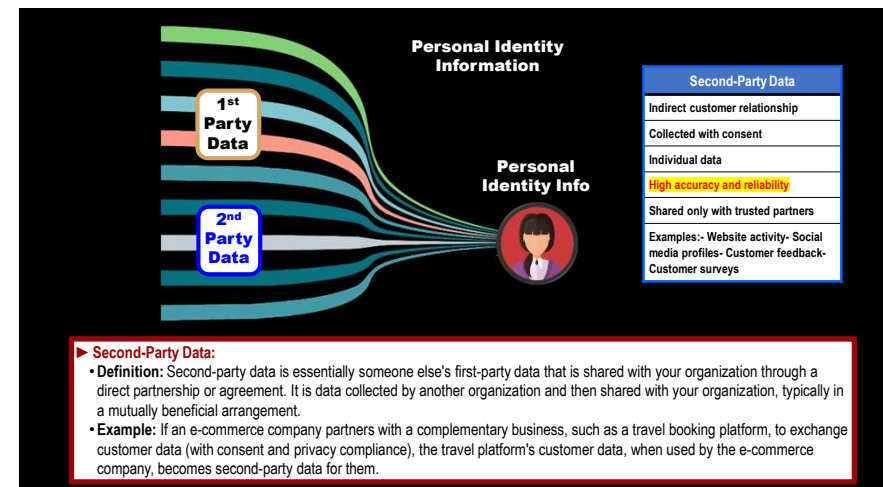
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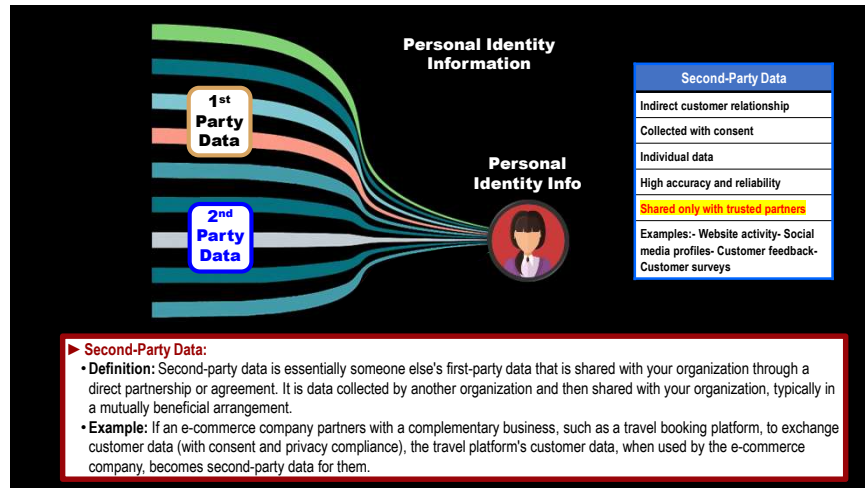
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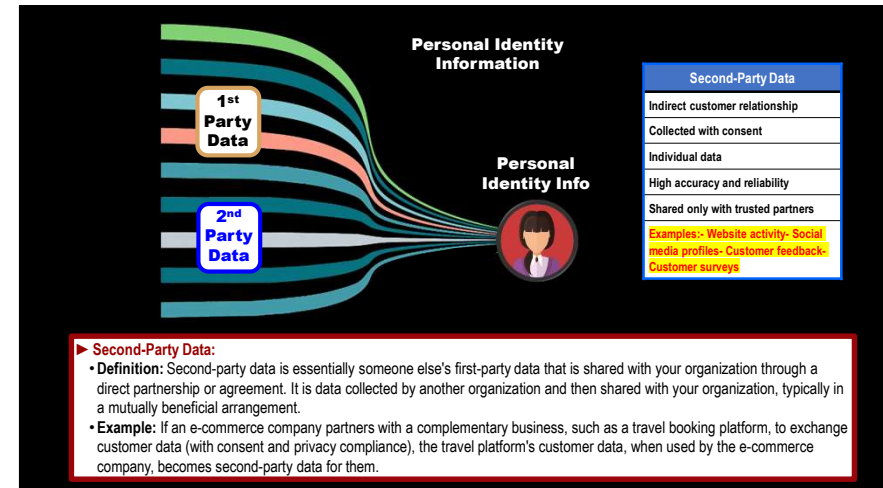
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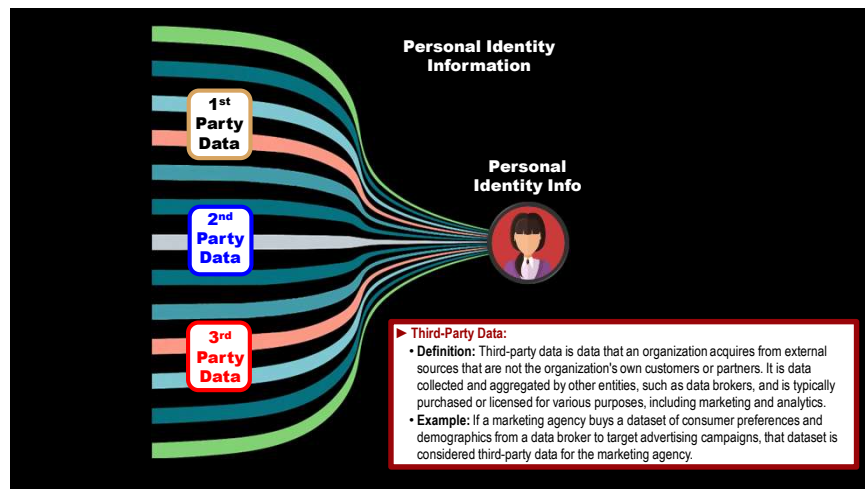
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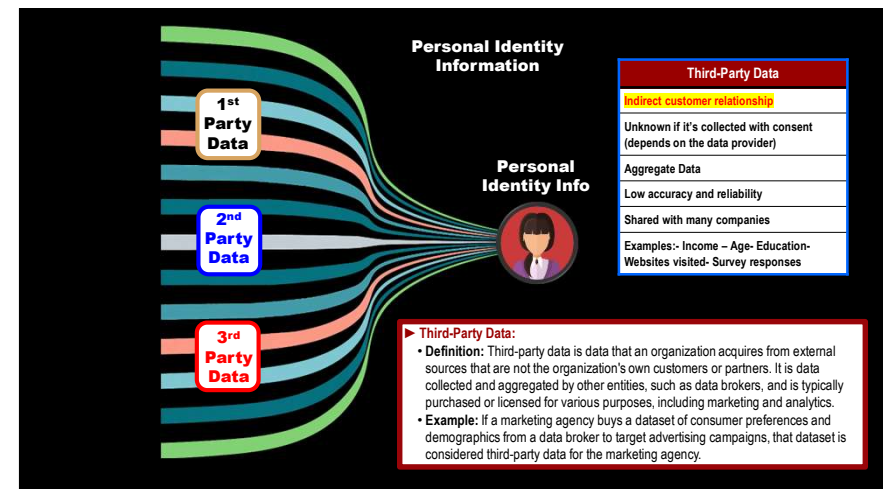
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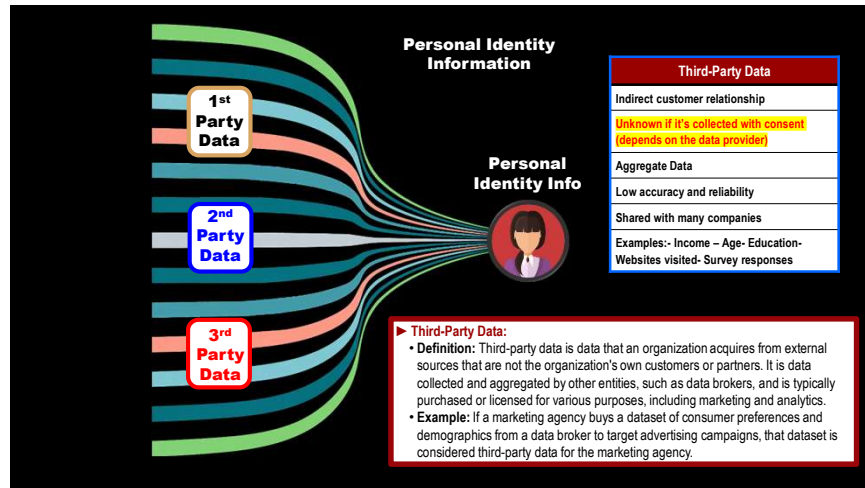
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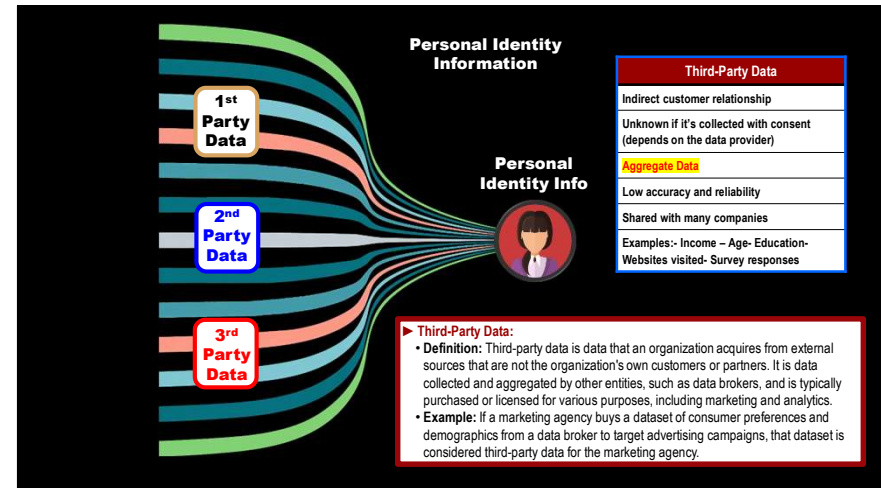
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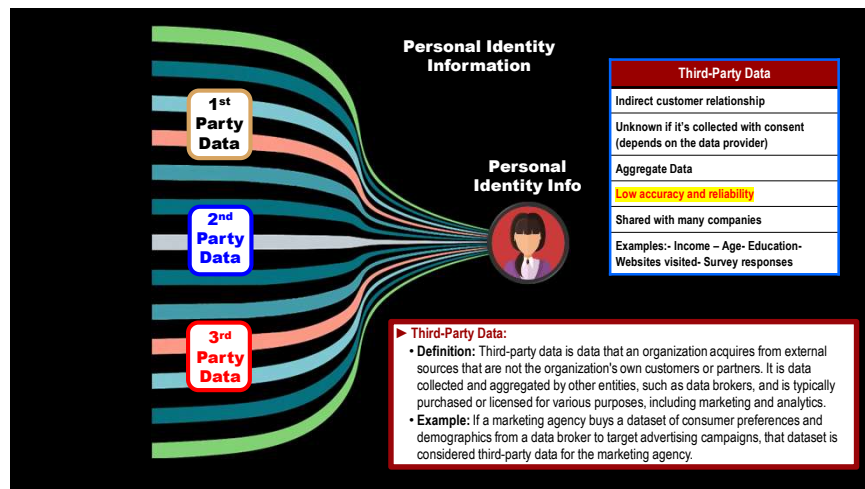
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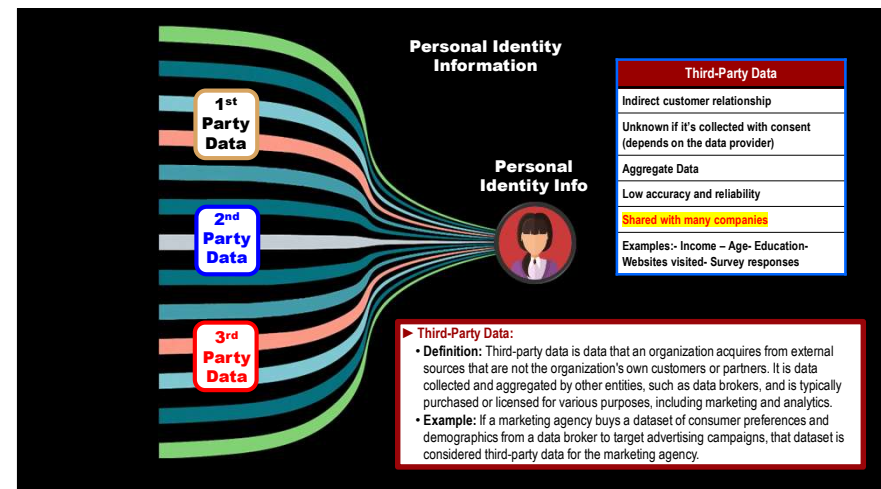
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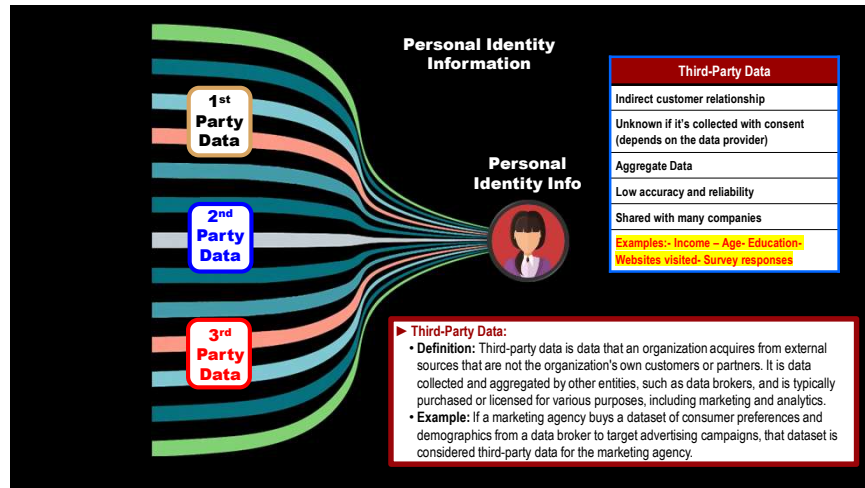
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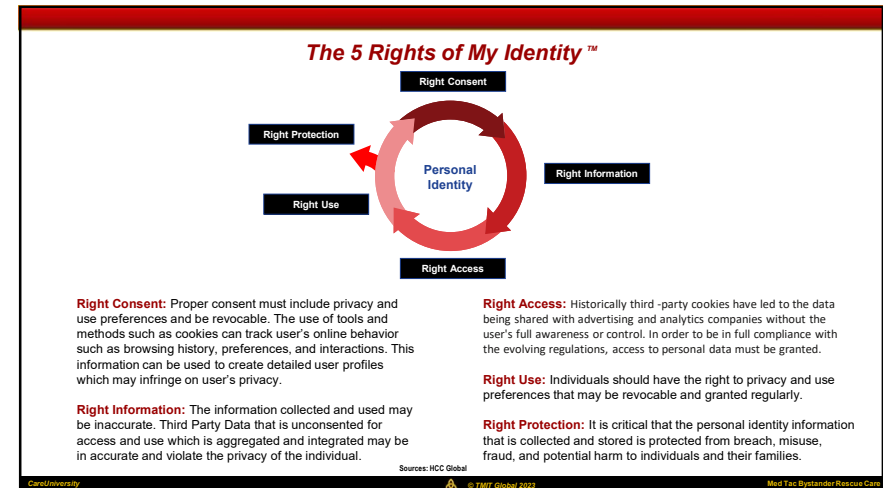
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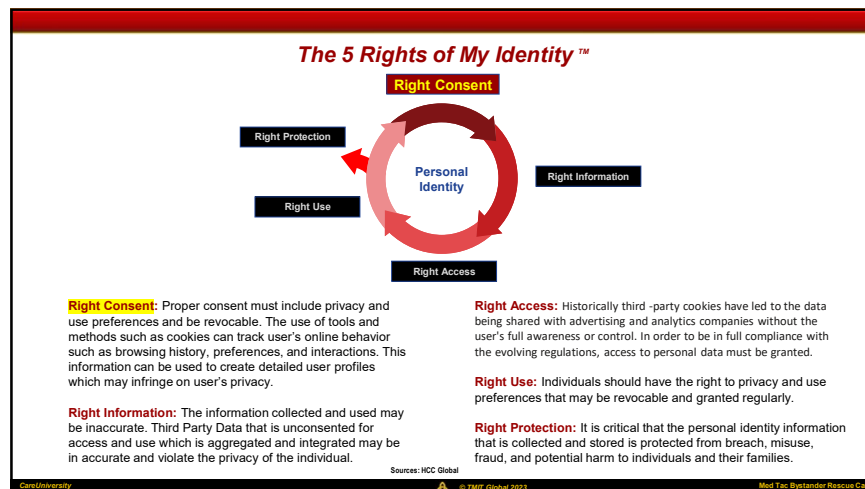
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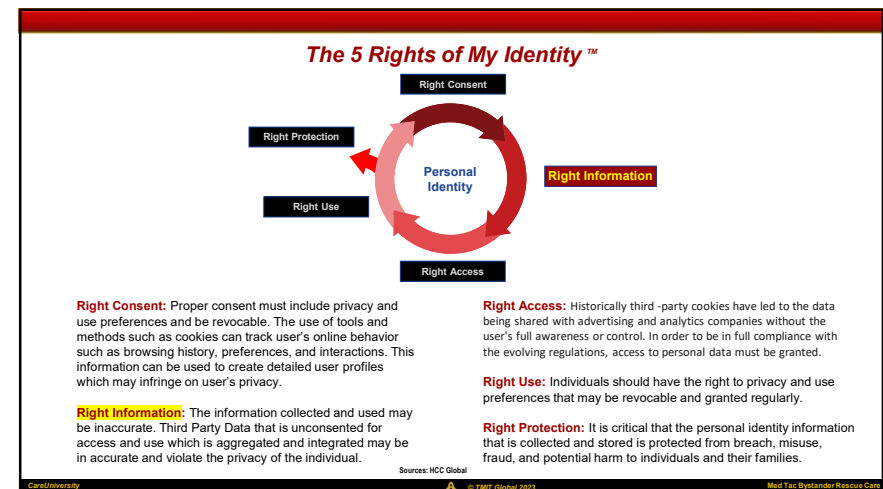
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68

The 5 Rights of My Identity™

Right Consent: Proper consent must include privacy and use preferences and be revocable. The use of tools and methods such as cookies can track user's online behavior such as browsing history, preferences, and interactions. This information can be used to create detailed user profiles which may infringe on user's privacy.

Right Information: The information collected and used may be inaccurate. Third Party Data that is unconsented for access and use which is aggregated and integrated may be in accurate and violate the privacy of the individual.

Right Access: Historically third -party cookies have led to the data being shared with advertising and analytics companies without the user's full awareness or control. In order to be in full compliance with the evolving regulations, access to personal data must be granted.

Right Use: Individuals should have the right to privacy and use preferences that may be revocable and granted regularly.

Right Protection: It is critical that the personal identity information that is collected and stored is protected from breach, misuse, fraud, and potential harm to individuals and their families.

Sources: HCC Global
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69

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71

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- 1. Voluntary Agreement:** Consent must be freely given, meaning that users should not be subjected to undue pressure, manipulation, or negative consequences if they choose not to provide consent. Users should have a genuine choice in whether or not to allow the use of cookies.
- 2. Informed:** Users must be informed about what they are consenting to. This means they should receive clear and transparent information about the types of cookies being used, the purposes for which data is collected, and who the data will be shared with, among other relevant details.
- 3. Specific and Granular:** Consent should be specific to each purpose for which cookies are used. Websites should not bundle multiple purposes into a single consent request but should instead ask for separate consents for different types of cookies (e.g., necessary cookies, analytics cookies, advertising cookies).
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- 6. Child Consent:** In many jurisdictions, obtaining consent from parents or guardians is required when collecting data from children below a certain age (e.g., 13 years in the United States).

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72

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73

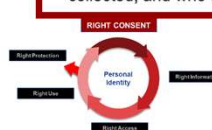
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6 Ways Your Identity Can Be Stolen



SOURCE: <https://www.youtube.com/watch?v=9ST5cMEXmDU>

Harvard
Business
Review

The Ethics of Managing People's Data

by Michael Segalla and Dominique Rouziès

From the Magazine (July-August 2023)



SOURCE: <https://hbr.org/2023/07/the-ethics-of-managing-peoples-data>

Harvard Business Review

Netflix published a data set that included 100 million records of its customers' movie ratings and offered \$1 million to any data scientist who could create a better movie-recommendation algorithm for the company.

The data contained no direct identifiers of its customers and included only a sample of each customer's ratings.

Researchers were able to identify 84% of the individuals by comparing their ratings and rating dates with a third-party data set published by IMDb, another platform on which many Netflix customers also post film ratings.



SOURCE: <https://hbr.org/2023/07/the-ethics-of-managing-peoples-data>

81



20 biggest GDPR fines so far [2023]

19/09/2023 in Blog, GDPR



The year 2023 witnessed a groundbreaking **GDPR fine surpassing €1.2 billion to Meta** (formerly known as Facebook). Of the top 20 GDPR fines recorded, seven were imposed on Meta or Meta-owned companies. Astonishingly, this single fine alone comes close to eclipsing the combined total of all GDPR fines issued by January 28, 2022, which was approximately €1.64 billion. Collectively, GDPR fines have now reached over €4 billion. These figures demonstrate the ongoing commitment to upholding data protection regulations and highlight the increasing financial consequences of non-compliance.

SOURCE: <https://dataprivacymanager.net/5-biggest-gdpr-fines-so-far-2020/>

82

What are the "Personal Identity Threats" to Consumers of Consent to Cookies?

Consenting to cookies on websites can present certain privacy and security threats to consumers, depending on how the collected data is used and shared. It's essential for consumers to be aware of these potential risks when providing consent. Misuse may include examples such as gun ads to children. Here are some common threats associated with cookie consent:

- 1. Privacy Concerns:**
 - **Data Collection:** Cookies can track various aspects of a user's online behavior, such as browsing history, preferences, and interactions. This information can be used to create detailed user profiles, which may infringe on user privacy.
 - **User Profiling:** Companies can use the data collected through cookies to create detailed profiles of users, including their interests, demographics, and behaviors. This information can be used for targeted advertising and marketing.
- 2. Data Sharing and Sale:**
 - **Third-Party Data Sharing:** Many websites allow third-party cookies, which can lead to data being shared with advertising and analytics companies without the user's full awareness or control.
 - **Data Brokerage:** In some cases, the data collected through cookies may be sold or shared with data brokers, who aggregate and sell user data to other businesses, potentially leading to further privacy concerns.
- 3. Security Risks:**
 - **Data Breaches:** If a website or the third parties it works with experiences a data breach, the information collected through cookies may be exposed to unauthorized individuals, leading to identity theft and other security risks.
 - **Cross-Site Scripting (XSS):** Malicious actors can use certain types of cookies, like session cookies, to execute cross-site scripting attacks, which can compromise the security of a user's account and personal information.
- 4. Tracking and Profiling:**
 - **Invasive Tracking:** Some cookies are designed for tracking users across websites, creating a comprehensive profile of their online activities. This level of tracking can feel invasive and raise concerns about user autonomy.
 - **Filter Bubbles:** Personalized content based on user data can lead to filter bubbles, where users are exposed primarily to information and viewpoints that align with their existing beliefs, potentially limiting their exposure to diverse perspectives.
- 5. User Consent and Transparency:**
 - **Lack of Transparency:** Some websites may not provide clear and transparent information about their data collection and use practices, making it challenging for users to give informed consent.
 - **Cookie Banner Overload:** Users may encounter numerous cookie consent banners on websites, which can lead to consent fatigue, causing them to accept without fully understanding the implications.

To Mitigate These Threats, Consumers Should:

- Be cautious about the websites they visit and the types of cookies they consent to.
- Review and manage their cookie settings, typically accessible through a website's privacy or cookie policy.
- Use browser privacy features, such as ad blockers and cookie blockers, to control cookie behavior.
- Educate themselves about privacy rights and data protection laws in their region, such as the GDPR in Europe and the CCPA in California.
- Consider using privacy-focused browsers or browser extensions that enhance privacy protection.
- Ultimately, informed consent and active management of cookie preferences are key to safeguarding one's privacy and security while browsing the web.

What are the NEW RISKS Advertisers bear from Consumer Data Use Consent And Preferences?

The GDPR in the European Union and the CCPA in California have introduced several new risks and challenges for advertisers when it comes to collecting and using consumer data. These regulations prioritize consumer privacy rights and impose strict requirements on how businesses handle personal data. Here are some of the new risks and challenges face:

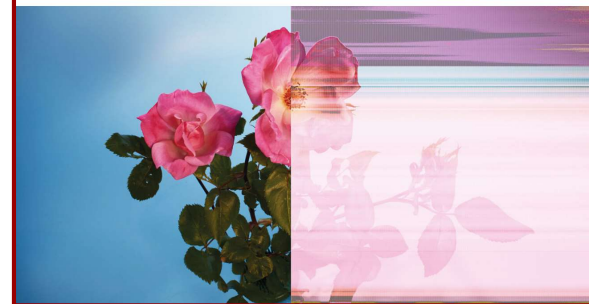
- 1. Consent Requirements:**
 - **Risk:** Advertisers must obtain clear and specific consent from users before processing their personal data for advertising purposes. This can be challenging as users have the right to opt out or withdraw consent at any time.
 - **Challenge:** Advertisers need to develop user-friendly consent mechanisms and maintain records of consents. They also need to ensure that third-party partners they work with are compliant with consent requirements.
- 2. Data Minimization:**
 - **Risk:** Advertisers must limit the collection and use of personal data to what is necessary for specific purposes. Collecting excessive data can lead to non-compliance.
 - **Challenge:** Advertisers need to review and refine their data collection practices to ensure they are only collecting data that is strictly required for their advertising campaigns.
- 3. Data Transparency:**
 - **Risk:** GDPR and CCPA require advertisers to provide clear and concise information about data processing practices to users, including how data is used for ad targeting.
 - **Challenge:** Advertisers need to update their privacy policies and disclosure practices to meet transparency requirements. They should communicate data usage in a language that is easily understandable to the average consumer.
- 4. User Rights:**
 - **Risk:** Both regulations grant users rights over their personal data, including the right to access, rectify, delete, or port their data. Advertisers must be prepared to respond to user requests promptly.
 - **Challenge:** Advertisers need to establish processes and systems for handling user requests and ensuring compliance with these rights. This can be resource-intensive.
- 5. Data Security:**
 - **Risk:** GDPR and CCPA require businesses to implement appropriate security measures to protect user data. Data breaches can result in severe fines and reputational damage.
 - **Challenge:** Advertisers need to invest in robust cybersecurity practices and regularly assess and update their security measures to safeguard consumer data.
- 6. Third-Party Partners:**
 - **Risk:** Advertisers are responsible for the actions of third-party partners, such as ad networks and data providers, they work with. Non-compliant third parties can lead to regulatory scrutiny.
 - **Challenge:** Advertisers must vet and monitor their third-party partners to ensure they comply with GDPR and CCPA requirements. Contracts with third parties should include data protection clauses.
- 7. International Data Transfers:**
 - **Risk:** GDPR restricts the transfer of personal data outside the European Economic Area (EEA) unless specific safeguards are in place. CCPA also has provisions related to international data transfers.
 - **Challenge:** Advertisers operating internationally need to assess their data transfer practices and implement mechanisms such as Standard Contractual Clauses (SCCs) to ensure compliance with GDPR.
- 8. Fines and Penalties:**
 - **Risk:** Both GDPR and CCPA have the authority to impose significant fines and penalties for non-compliance, which can be financially burdensome for advertisers.
 - **Challenge:** Advertisers need to allocate resources for compliance efforts and be prepared to respond to regulatory investigations or enforcement actions.

Harvard Business Review

Why You Need an AI Ethics Committee

by Reid Blackman

From the Magazine (July-August 2022)



SOURCE: <https://hbr.org/2022/07/why-you-need-an-ai-ethics-committee>

83

84

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Research Test Bed

High Performer Webinar

SafetyLeaders.org

Key Patient Safety Issues



Gregory H. Botz, MD, FCCM

Professor of Anesthesiology and Critical Care
UT MD Anderson Cancer Center, Houston, TX
Adjunct Clinical Professor, Department of Anesthesiology
Stanford University School of Medicine, Stanford, CA

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85

Dr. Gregory Botz



Gregory H. Botz, MD, FCCM
UT MD Anderson Cancer Center
Stanford University School of Medicine

“TRANQ is a street name for a drug Xylazine. Xylazine is a sedative agent that’s been used in veterinary practice for some time. But even though it underlined testing, it has never been approved for use in humans.”

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Stanford University School of Medicine

“But now our friendly drug dealers have figured out that by adding that to drugs like fentanyl, they can get a different or a better high.”

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UT MD Anderson Cancer Center
Stanford University School of Medicine

“The spread of fentanyl in our community has continued and perhaps accelerated despite things like the COVID pandemic and other issues that are on the front page of the news.”

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“There's a huge market for counterfeit pills especially coming from Mexico.”

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“In 2022, the Drug Enforcement Administration seized 15 million counterfeit pills over the year from a variety of sources.”

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Dr. Gregory Botz



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UT MD Anderson Cancer Center
Stanford University School of Medicine

“In 2022, the Drug Enforcement Administration seized 15 million counterfeit pills over the year from a variety of sources. And when tested about 60 % of those counterfeit pills had a lethal dose of fentanyl incorporated into that pill.”

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Dr. Gregory Botz



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Stanford University School of Medicine

“Narcan or the generic name, Naloxone, is a drug that reverses opiates. And Fentanyl, and Morphine, Oxycodone are opiate drugs. That's the only thing that Narcan does. It doesn't have any other effects on the body. So, if you give it to someone, and they don't have opiates in their system, it won't cause them any harm.”

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Stanford University School of Medicine

“But now there's a threat to a medical record, and people can take over our identity, or create a new identity with your aggregated information that they gather over the internet, to exploit your medical record to get medical services, either to obtain services to get prescriptions for narcotic, or get curable medical equipment that can be resold.”

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“To get that false information or that false activity off your medical record is extraordinarily difficult to do.”

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Gregory H. Botz, MD, FCCM
UT MD Anderson Cancer Center
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“Having an accurate version of your medical record including your medical problems, your allergies, your medications, and other things that are particular to you, available to first responders allows them to better understand you and make better choices about your treatment.”

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UT MD Anderson Cancer Center
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“We have found that there is a gap in care between the time of the medical emergency and the response of the first responders. And in that gap, we can train bystanders to provide life-saving care and provide it until first responders get there.”

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UT MD Anderson Cancer Center
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"And we have lots of data showing that in people with sudden cardiac arrest, doing CPR is the best instrument until first responders can get there."

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Dr. Gregory Botz



Gregory H. Botz, MD, FCCM
UT MD Anderson Cancer Center
Stanford University School of Medicine

"I think we recognize that providing care to our community members makes them safe. And my focus, and I know your focus in patient safety has always been on providing safe care to our patients."

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TMIT Global Research Test Bed **High Performer Webinar** **SafetyLeaders.org**

Workplace Violence & Fraud Series 2023 Speakers and Reactors

				
Jennifer Dingman	David Morris PhD JD	Vicki King	John Nance JD	Randy Styner
				
Ann Rhoades	C. Clements MD PhD	Chief William Adcox	Gregory Botz MD	Charles Denham MD

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99

TMIT Global Research Test Bed **High Performer Webinar** **SafetyLeaders.org**

Voice of Patient and Family



Jennifer Dingman

Founder, Persons United Limiting Substandard and Errors in Healthcare (PULSE), Colorado Division
Co-founder, PULSE American Division
TMIT Patient Advocate Team Member
Pueblo, CO

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100

Fight the Good Fight...

Finish the Race...

Keep the Faith...

101

Everyone is a Patient

and

Everyone CAN BE a Caregiver

102

ADDITIONAL RESOURCES

103



**INFORMATION
DISORDER
MACHINES**

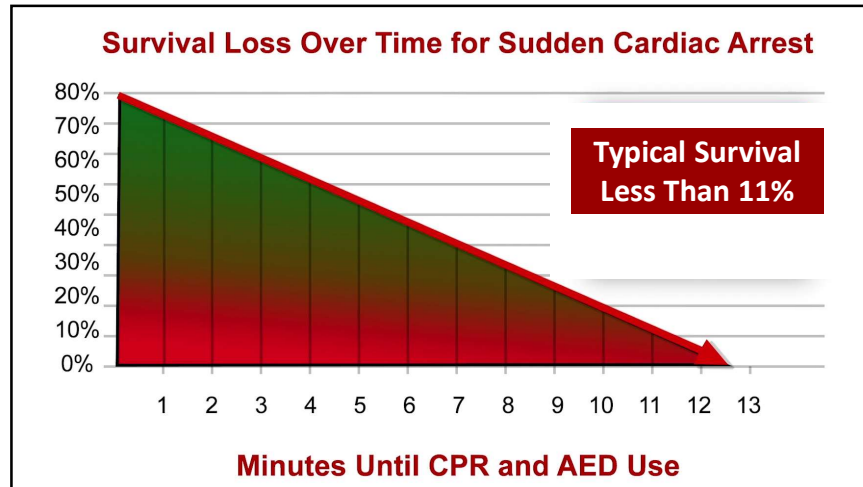


False Narratives & Weaponizing Information

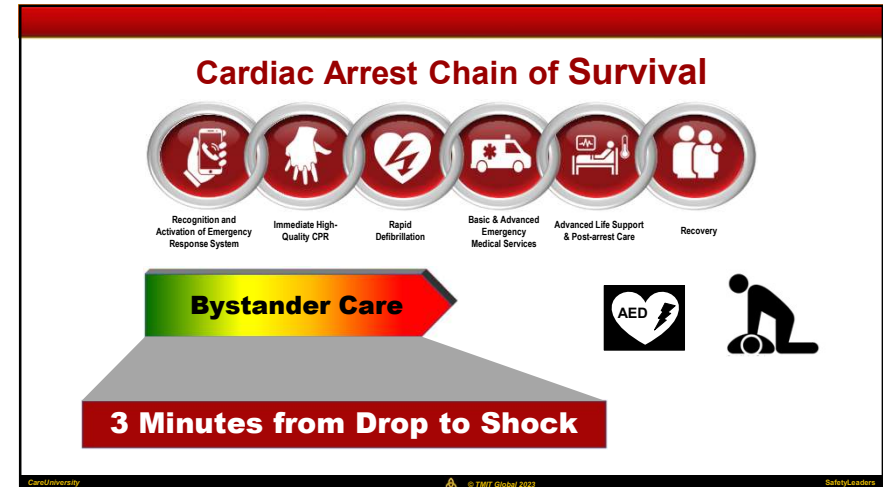
- **Mis-information:** when false information is shared, but no harm is meant.
- **Dis-information:** when false information is knowingly shared to cause harm.
- **Mal-information:** when genuine information is shared to cause harm, often by moving information designed to stay private into the public sphere.

Source: Claire Wardle and Hossein Derakhshan "Information Disorder"

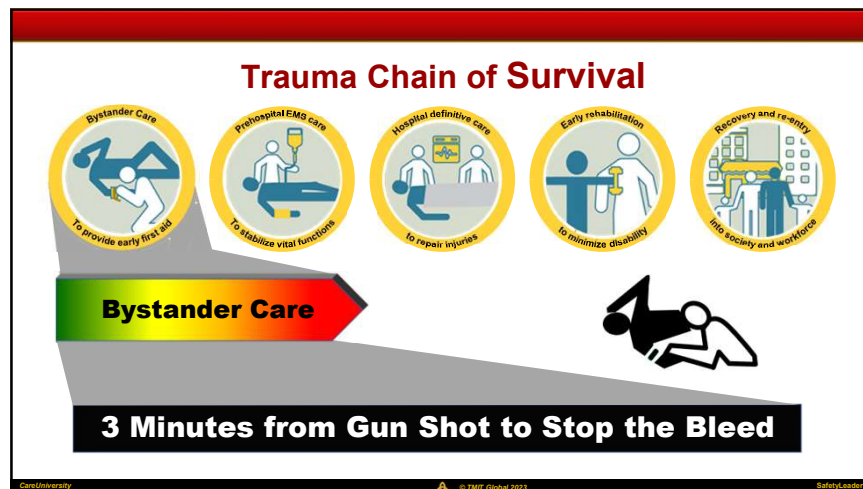
104



105



106



107

Freshmen Survive & Thrive™ Checklists

High School Freshmen:	College Freshmen:
Basic Actions: - Phone 911 – Automatically call ICE Parents - Know Local Hospitals – Level 1 Trauma Centers - Review Family FEMA Checklist for Disasters Sudden Cardiac Arrest: - Consider Cardiac Screening – EKG & Ultrasound - Get CPR-AED Certified Choking & Drowning - Learn Heimlich Maneuver & Rescue Position Life Threatening Allergies - Venom, Meds, Food Allergies and Epinephrine Auto-injectors Opioids and Poisoning - Counterfeit Pills, Fentanyl, THC, and Nicotine Poisoning - Vaping Dangers - Narcotics and Rescue Skills Major Trauma - Stop the Bleed Training - Understanding Concussions Infections - Clean a Cut Save a Life - COVID, Flu, and Pandemics Transportation Accidents - Non-traffic Drive-over Accidents - Traffic Accidents, Risk Taking, and Substance Impairment Bullying & Suicide - Physical, Emotional, and Cyber-bullying - Suicide Risk and Rescue	Basic Actions: - Medical Power of Attorney – college, home, and recreation US States - Phone 911 – Automatically call ICE – Parents or Another Adult - Know Local Hospitals – Level 1 Trauma Centers near College Sudden Cardiac Arrest: - Consider Cardiac Screening – EKG & Ultrasound - Get CPR-AED Certified Choking & Drowning - Learn Heimlich Maneuver & Rescue Position Life Threatening Allergies - Venom, Meds, Food Allergies and Epinephrine Auto-injectors Opioids and Poisoning - Counterfeit Pills, Fentanyl, THC, and Nicotine Poisoning - Vaping Dangers - Narcotics and Rescue Skills Major Trauma - Stop the Bleed Training - Understanding Concussions Infections - Clean a Cut Save a Life - COVID, Flu, and Pandemics Transportation Accidents - Non-traffic Drive-over Accidents - Traffic Accidents, Risk Taking, and Substance Impairment Bullying & Suicide - Physical, Emotional, and Cyber-bullying - Suicide Risk and Rescue

108

Freshmen Survive & Thrive® Checklists

High School Freshmen:

Basic Actions:

- ❑ Phone 911 – Automatically call ICE Parents
- ❑ Know Local Hospitals – Level 1 Trauma Centers
- ❑ Review Family FEMA Checklist for Disasters

Sudden Cardiac Arrest:

- ❑ Consider Cardiac Screening – EKG & Ultrasound
- ❑ Get CPR-AED Certified

Choking & Drowning

- ❑ Learn Heimlich Maneuver & Rescue Position

Life Threatening Allergies

- ❑ Venom, Meds, Food Allergies and Epinephrine Auto-injectors

Opioids and Poisoning

- ❑ Counterfeit Pills, Fentanyl, THC, and Nicotine Poisoning
- ❑ Vaping Dangers
- ❑ Narcan and Rescue Skills

Major Trauma

- ❑ Stop the Bleed Training
- ❑ Understanding Concussions

Infections

- ❑ Clean a Cut Save a Life
- ❑ COVID, Flu, and Pandemics

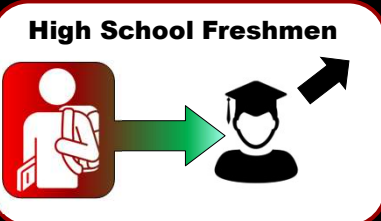
Transportation Accidents

- ❑ Non-traffic Drive-over Accidents
- ❑ Traffic Accidents, Risk Taking, and Substance Impairment

Bullying & Suicide

- ❑ Physical, Emotional, and Cyber-bullying
- ❑ Suicide Risk and Rescue

High School Freshmen



CareUniversity

Med Tac Bystander Rescue Care

109

Freshmen Survive & Thrive® Checklists

CareUniversity

Med Tac Bystander Rescue Care

College Freshmen



College Freshmen:

Basic Actions:

- ❑ **Medical Power of Attorney – college, home, and recreation US States**
- ❑ **Phone 911 – Automatically call ICE – Parents or Another Adult**
- ❑ **Know Local Hospitals – Level 1 Trauma Centers near College**

Sudden Cardiac Arrest:

- ❑ Consider Cardiac Screening – EKG & Ultrasound
- ❑ Get CPR-AED Certified

Choking & Drowning

- ❑ Learn Heimlich Maneuver & Rescue Position

Life Threatening Allergies

- ❑ Venom, Meds, Food Allergies and Epinephrine Auto-injectors

Opioids and Poisoning

- ❑ Counterfeit Pills, Fentanyl, THC, and Nicotine Poisoning
- ❑ Vaping Dangers
- ❑ Narcan and Rescue Skills

Major Trauma

- ❑ Stop the Bleed Training
- ❑ Understanding Concussions

Infections

- ❑ Clean a Cut Save a Life
- ❑ COVID, Flu, and Pandemics

Transportation Accidents

- ❑ Non-traffic Drive-over Accidents
- ❑ Traffic Accidents, Risk Taking, and Substance Impairment

Bullying & Suicide

- ❑ Physical, Emotional, and Cyber-bullying
- ❑ Suicide Risk and Rescue

110