



## RED FLAG RULES SURVIVAL KIT FOR AMBULANCE SERVICES



### Red Flag Rules Overview

The Federal Trade Commission (FTC) recently announced that it will begin enforcement of the "Red Flag Rules" on May 1, 2009. The new regulations require most ambulance services to implement and administer a written Identity Theft Prevention Program before the enforcement deadline. This process will involve determining identity theft risks - "red flags" - for your organization and then establishing a written program to detect and respond to potential "red flags." Additionally, the rules require ambulance services to conduct ongoing program oversight and employee training.

Ambulance services need to take immediate steps to familiarize themselves with the Red Flag Rules and implement an Identity Theft Prevention Program in time for the May 1, 2009 deadline. These complex regulations contain a number of requirements for ambulance services in order to achieve compliance.

### Red Flag Rules Survival Kit

**Retail Price: \$119.00**  
**Member Discount Price: \$99.00**

**The Red Flag Rules Survival Kit for Ambulance Services** is a step-by-step manual that will guide ambulance services through the compliance process from conducting a risk assessment to administering the "Identity Theft Prevention Program." **The Red Flag Rules Survival Kit for Ambulance Services** contains a number of practical tools for your organization, including:

- A customizable Sample Identity Theft Prevention Policy and Procedure for ambulance services
- A Sample list of Red Flags indicators that typically arise in the ambulance industry
- A Sample notification letter for patients in the event that an incident of identity theft has or is suspected to have occurred
- A Model Resolution for the Board of Directors in adopting the organization's Identity Theft Prevention Program

Let the ambulance industry experts at Page, Wolfberg & Wirth guide you through the process. **The Red Flag Rules Survival Kit for Ambulance Services** provides a straightforward approach to compliance that will enable your ambulance service to be ready by the enforcement deadline.

### Red Flag Rules Webinar Recording

**Retail Price: \$208.95**

In this Webinar, the PWW presenters:

- Provide a legal analysis of the Rules
- Explain why ambulance services are creditors under the regulations
- Outline the process to implement a proper Identity Theft Prevention Program
- Provide the practical guidance you need to establish an effective program for your ambulance service
- Discuss how current security measures that you are already required to have in place under HIPAA may serve the dual purpose of fulfilling some of the requirements under the Red Flag Rules.

Every PWW Webinar recording also includes a full set of handouts of the presentation materials as well as other practical information to help you maintain legal compliance.

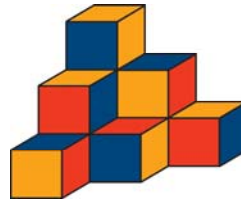
### Red Flag Rules Bundle Kit

Purchase the Survival Kit and the Webinar Recording and Save \$20!

**Retail Price: \$307.95**  
**Member Discount Price: \$287.95**

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