



HIPAA, Privacy, and Cybersecurity in Assisted Living and Skilled Nursing Facilities

WHCA & IHCA Fall Conference

Angela Gillis | CEO & Founder, Sorticulture Systems

sorticulturesystems.com



BEFORE WE START

What are your goals?

- Provide safe, high-quality care
- Protect resident dignity and privacy
- Keep operations running smoothly
- Maintain trust with families and payers
- Avoid citations, enforcement, and costly disruption

What gets in the way of achieving your goals?

- Staffing pressure and turnover
- Too many systems, vendors, and handoffs
- Resident information is everywhere
- Rules feel fragmented and hard to apply
- Ownership is not always clear
- Very little extra time

The Great Receipt Panic

- Decades of data, kept just in case
- One new privacy law made that a liability
- One change in habit, not new technology, solved it





Angela Gillis

CEO & Founder, Sorticulture Systems

20+ years in governance and compliance

2023 founded Sorticulture Systems

WHO I WORK WITH

I help healthcare organizations get clear on HIPAA and HIPAA and cybersecurity, without needing a full-time time compliance team or an enterprise budget.

ENTERPRISE BACKGROUND

Boeing

Microsoft

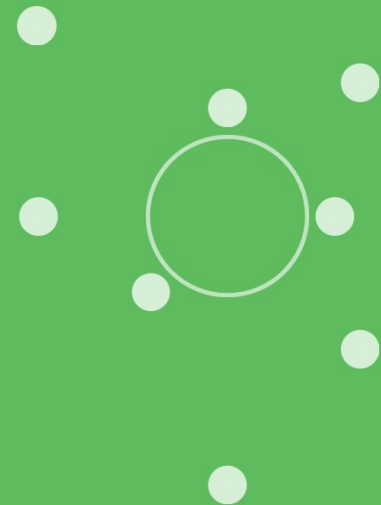
Costco

I spent over 20 years building compliance programs for large organizations. Now I bring that same rigor to practices that do not have a full-time privacy or security program and do not need one.

HIPAA problems do not start as “HIPAA problems.”

They start as ordinary work decisions.

Big organizations and long-term care facilities have the same basic problem: information practices become habits long before anyone stops to ask whether they're still the right habits.



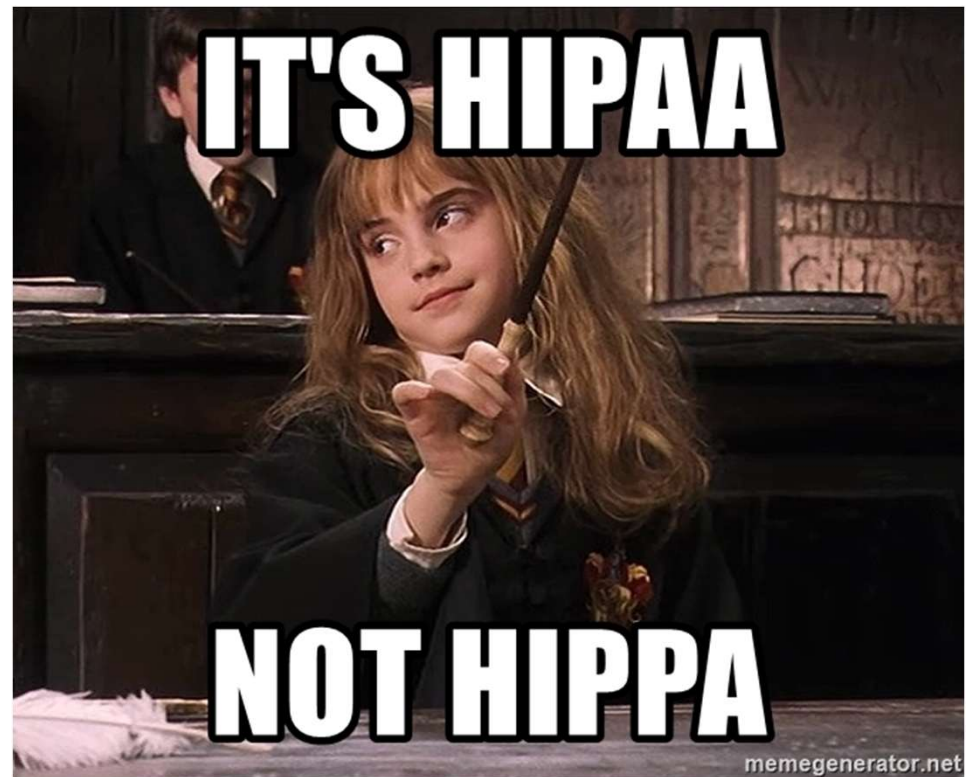
BEFORE WE START

Educational, **not legal advice.**

This session helps you recognize the law and know what to ask. For your own organization, always consult your attorney.

Agenda

- Cybersecurity Landscape for Seniors
- CARE Framework
- Next Steps
- Questions



SECTION 01

Cybersecurity Landscape for Seniors

01

What is actually happening to seniors right now

\$7.7 billion

lost by Americans 60+ to scams in 2025 — up 59% in a single year

Source: FBI, 2025 Internet Crime Report (IC3)

“It happens all the time here.”

A nurse, on scam calls reaching patient room phones — San Antonio, TX

Source: KSAT News, August 2026

\$38,500

average dollar loss per senior scam victim in 2025

Source: FBI, 2025 Internet Crime Report (IC3)

“More trusting... an attractive target.”

The FBI’s own explanation for why older adults are targeted

Source: FBI, “Scammers Target Older Adult Victims”

8,600+

government-impersonation complaints from seniors in 2025 alone

Source: FBI, 2025 Internet Crime Report (IC3)

\$352 million

lost by seniors to AI-enabled scams in 2025 — AI-generated voices and messages are making these calls harder to catch

Source: FBI, 2025 Internet Crime Report (IC3)

103,000

Medicare beneficiaries notified in 2025 after stolen identifiers were used to create fake Medicare.gov accounts and bill for care never given

Source: CMS, June 2025 press release

Why is health data so valuable anyway?

Guess: what’s a complete medical record worth on the dark web right now?

\$1–\$6



Social Security number

\$5–\$50



Credit card

\$200–\$500



Bank login

\$250–\$310



Medical record

A medical record sells for roughly 10x a stolen credit card.

WHAT CRIMINALS DO WITH IT

- Fraudulent treatment or insurance claims
- Fraudulent prescriptions
- Personalized scams

WHY IT HOLDS ITS VALUE

A credit card gets cancelled in minutes. A medical record record can’t be reissued — the same stolen record stays stays useful for years.

WHY IT MATTERS FOR YOUR RESIDENTS

Seniors lost \$7.7 billion to scams in 2025 — more than any other age group, up 59% in one year. Personalized scams work because they sound legitimate. Medical details make them sound very legitimate.

Sources: SOCRadar Dark Web Price Index 2026; Flare 2026 analysis of 348 breach listings (2008–2026); FBI IC3 2025 Annual Report.

Health Insurance Portability and Accountability Act

We're focused on HIPAA today — but these same habits support more than one requirement.



Privacy Rule

Who can access information



Security Rule

How information is protected



Breach Notification Rule

What to do if something goes wrong



Resident Rights Requirements

Privacy and confidentiality
CMS already checks for



State Licensing Requirements

Privacy and confidentiality
your state license already requires

Good data practices are not five separate projects. They are one set of habits that happens to satisfy all five.

SECTION 02

CARE Framework

02

The CARE framework

Cybersecurity and HIPAA compliance are as much about habits as they are about technology.



Complete an assessment



Identify and evaluate every asset



Address the gaps



Fix critical vulnerabilities



Recommend improvements



Plan sustainable safeguards



Educate & Evidence



Keep protections active and staff
staff prepared

CARE, starting this week



Complete an assessment



Write down where resident information shows up and who touches it

THIS WEEK



Address the gaps



Turn on MFA

THIS WEEK

Remove access same day someone leaves

THIS WEEK



Recommend improvements



Post a “hang up and call back” notice by notice by every phone

THIS WEEK



Educate & Evidence



Train staff to spot and report a scam call

ONGOING

Log every records request

THIS WEEK

CARE, over the next 3 to 6 months



Complete an assessment



The full risk analysis, built from what you wrote down

3-6 MONTHS



Address the gaps



Test your backup

1-3 MONTHS



Recommend improvements



Vendor review

3-6 MONTHS



Educate & Evidence



The full annual training: HIPAA, privacy, and cybersecurity

1-3 MONTHS

SECTION 03

Next Steps

03

Closing Thoughts...

- Where we started
- Review
- Shift your mindset



"Somehow your medical records got faxed to a complete stranger. He has no idea what's wrong with you either."

Questions?

Thank you!



sorticulturesystems.com

