

March 5, 2013



# Equifax Executives Offer Healthcare Identity and Fraud Solutions at HIMSS13 National Technology Conference

NEW ORLEANS, March 5, 2013 /PRNewswire/ --

## **What: *Mitigating Fraud Risk for Payers***

Fraud mitigation works to diminish use of invented identities, covers, or "fronts." Fraud mitigation is centered on the concept of stopping fraud before it begins.

- How to recognize symptoms of fraudulent behavior in payment applicants
- Contrast speed of payment processing with number of fraudulent payments
- Estimate cost savings between pay and chase vs. upfront fraud detection

**Who: Erik Rolf, CISSP, CISA** is a principal in the Equifax Identity and Fraud Solutions consulting practice. Mr. Rolf has more than 17 years of information security, privacy and technology experience in healthcare, financial services, and telecommunications. He was a founding member of the Tennessee eHealth Privacy and Security Workgroup, co-chair of the Nationwide Health Information Network (NHIN) Participant Security Team, and chair of the NHIN Specification Factory Security Sub-team. He was also co-chair of the NHIN TI Security and Privacy Sub-Workgroup.

## **Dr. Michael Nelson Vice President, Strategy and Business Development, Equifax**

Dr. Nelson has been an industry thought leader in the areas of healthcare informatics, privacy and security, and identity management for the past 16 years. With an additional 16 years of clinical experience, he brings a well-rounded and unique perspective to solving problems with data. Dr. Nelson is a member of the HIMSS HIE Toolkit Workgroup, the ONC S & I Framework Initiative for Provider Directories, the WEDI Privacy and Security Workgroup and the ANSI PHI Ecosystem Workgroup.

**When:** Wednesday, March 6, 9:45 - 10:45 AM CT

**Where:** HIMSS13 National Conference, Ernest N. Morial Convention Center New Orleans, Room 383

## **What: *Kantara Initiative Trust and Assurance Workshop NIST 800-63 Equivalent Identity Credentialing, Authentication and Identity Proofing***

This panel discussion features Equifax's Erik Rolf a principal in the Equifax Identity and Fraud Solutions consulting practice as well as other guest thought leaders from DirectTrust, and Aetna.

- Trends, (important things being done that are worth knowing for the long haul)
- Transparents (important things people keep looking "through" instead of "at")

- Tropes (technology metaphors that have perhaps become dull with overuse)
- Transients (new things that are unlikely to stick around)
- Aligning the policies

**When:** Wednesday, March 6, 3:30-6:30 PM CT

**Where:** HIMSS13 National Conference, Ernest N. Morial Convention Center New Orleans, Room 252

### **About Equifax Identity and Fraud**

As the innovator in identity proofing, Equifax verifies more than 60 million identities annually across industry verticals. Using our Anakam Identity Services platform, we empower healthcare organizations, government agencies and financial institutions by providing multi-factor authentication and identity proofing solutions that help them to meet key security and privacy mandates. For more information, please visit [http://www.equifax.com/technology/anakam/en\\_tas](http://www.equifax.com/technology/anakam/en_tas).

(Logo: <https://photos.prnewswire.com/prnh/20060224/CLF037LOGO>)

### **About Equifax Inc.**

Equifax is a global leader in consumer and commercial information solutions, providing businesses of all sizes and consumers with information they can trust. We organize and assimilate data on more than 500 million consumers and 81 million businesses worldwide, and use advanced analytics and proprietary technology to create and deliver customized insights that enrich both the performance of businesses and the lives of consumers.

Headquartered in Atlanta, Equifax operates in four continents and 15 countries, is a member of Standard & Poor's (S&P) 500® Index. Its common stock is traded on the New York Stock Exchange under the symbol EFX. For more information, please visit [www.equifax.com](http://www.equifax.com).

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