

'Red Flags' ID Theft Rule—Enforcement Delayed Again

The Federal Trade Commission's enforcement of the 'red flags' rule has been pushed back several times over the past two years. Hence, once again, the FTC has postponed its enforcement of the 'red flags' identity theft prevention rule to December 31, 2010. The enforcement was scheduled to begin June 1, 2010. Said rule will require creditors and financial institutions to have identity theft detection procedures in place. The 'red flags' procedures should include:

- ◆ Checking/detecting fake or altered IDs
- ◆ Inconsistencies in a patient's medical records
- ◆ Fraud alerts from consumer reporting agencies

Community pharmacies that regularly extend credit to customers through patient charge accounts—also referred to as house accounts—will be obligated to abide by this rule. Legislation that would have enabled most health care providers and certain other small businesses to be exempt, unanimously cleared the House of Representatives last year. Thus far, it has not been reviewed by the Senate.

PRS Pharmacy Services, the industry's choice for easy-to-use, effective and affordable compliance programs, has developed a complete set of policies, procedures and forms necessary to meet the Fair and Accurate Credit Transaction Act (FACTA) of 2003.

PRS' CD-based program gives pharmacy owners the flexibility to implement a program that best suits the needs of their business and meet the rule's requirements. For more information, call 1-800-338-3688.