



FOR IMMEDIATE RELEASE  
APRIL 25, 2024

## POTENTIAL PRIVACY INCIDENT REGARDING PATIENT PERSONAL INFORMATION

Green Bay, Marinette and Niagara, WI – On April 25, 2024, following an investigation Bay Oral Surgery & Implant Center, LTD (Bay Oral) sent out approximately 10,360 notification letters for a privacy incident involving protected health information (PHI) that was discovered on February 27, 2024.

Bay Oral determined an unauthorized person gained access to an employee's email account, prompting it to change the employee's password and engage an IT firm for assistance. The investigation determined that, on January 18, 2024, the unauthorized person installed software and accessed an employee's email account which contained emails that involved patient information including names, dates of birth, addresses, email addresses, phone numbers, social security numbers, insurance card numbers, credit card numbers, banking account information, patient visit summary notes, x-rays, patient health history forms, medical history questionnaires, and/or other patient medical information shared through email communications. It is not known which emails may have been viewed by the unauthorized person.

In response to the incident, Bay Oral has changed IT companies and have added 24/7 protection and monitoring against hackers/unauthorized persons. Further, Bay Oral has instituted new policies and procedures to ensure PHI is no longer stored in emails moving forward.

At this time, Bay Oral is not aware of any reports of identity fraud or improper use of the PHI as a direct result of this incident. Individuals who believe they may be affected by this incident are advised to be vigilant for incidents of fraud and identify theft by reviewing and monitoring their credit report, credit card statements, bank accounts and other financial accounts for unauthorized activity. They should immediately contact their financial institution(s) if they identify suspicious activity. Any suspected identity theft should also be reported to law enforcement, the Wisconsin Attorney General, and the Federal Trade Commission (FTC).

Bay Oral has set up a toll-free number for those who have questions about the incident at 1-800-360-0471. The hours of the toll-free number are between 8:00 a.m. to 4:30 p.m., Monday through Thursday and 8:00 a.m. to 2:00 p.m. Friday, Central Time, excluding major U.S. holidays.

