

RECEIVED**MAR 11 2022****CONSUMER PROTECTION**

March 10, 2022

Attorney General John M. Formella
Office of the Attorney General
Department of Justice
33 Capitol Street
Concord, NH 03301

Dear Attorney General Formella:

I write to inform you of a breach of security involving personal information of several New Hampshire residents.

Simply Dental Management, Inc. (“Simply Dental” or the “Company”), based in Hopkinton, Massachusetts, provides financial and claims management services, among other services, to several dental practices in the region.

In December 2021, Simply Dental learned that a former employee, without authorization and after the employment relationship ceased, logged into a resource that contained historical fax transmittal sheets reflecting patient and payment authorization information. The former employee was able to view patient information and, in some instances, financial information pertaining to the payers for the dental services. Pertinent for N.H.R.S.A. 359-C:19 *et seq.*, for some individuals, names, credit card numbers and CVV codes were present on the fax transmittal sheets that were accessed. No social security numbers or other identification numbers were present on the fax transmittal sheets.

Simply Dental has been in close contact with the software developer for the system that contained the fax transmittal sheets. The logging information supplied by the developer indicates that the former employee accessed the fax transmittal sheets between September 28, 2021 and December 21, 2021.

Simply Dental notified local law enforcement of this event and an investigation is ongoing.

Pursuant to N.H.R.S.A. 359-C:19 *et seq.*, on March 2, 2022, Simply Dental mailed notices to the 20 individuals believed to reside in New Hampshire whose credit card information was exposed. To each recipient of a notice, the Company offered credit monitoring at no cost to the individuals. Consistent with Simply Dental’s obligations under HIPAA, we sent separate notices to any individuals whose health information was reflected on the fax transmittal sheets that were accessed without authorization.

 **SIMPLY DENTAL MANAGEMENT**

Simply Dental worked closely with its information technology provider to ensure that no other personal information was potentially compromised. Simply Dental has also changed its practices with respect to off-boarding employees to ensure they do not have access to this particular repository, or any other systems containing patient personal information after employment. Simply Dental solicited assistance from the software developer for the system in which the fax transmittal sheets were stored and obtained detailed logging information showing the times and dates of the former employees' post-employment access. All available information has been shared with the local law enforcement authorities who are investigating the matter. We continue to monitor our systems for evidence of further suspicious activity, but have observed none. The Company makes significant efforts to protect the security of the information it possesses. We have implemented additional safeguards to further shore up our defenses to attacks and continued with the employee training program that was in place prior to this incident.

If you have any questions or concerns about this incident, please contact Maria Matraccia at 508-589-3133 or mmatraccia@simplydentalmanagement.com.

Very truly yours,



Dr. Sam Alkhoury

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NH DEPT OF JUSTICE