

## **NEWS RELEASE** .....

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*For Immediate Release*

### **Morpace Health Care Expert Certified as HIPAA Security Specialist™**

FARMINGTON HILLS, MI, August 27, 2010 – Sherrelle Kyle has been awarded the highest level of HIPAA skills certification provided by the HIPAA Academy – assuring health plan clients that Morpace Inc. is committed to and dedicated to protecting the privacy and security of consumer/member health information.

Sherrelle has completed the necessary coursework and testing to be recognized as a Certified Health Insurance Portability and Accountability Act (HIPAA) Security Specialist™, or CHSS™. This certification validates Sherrelle’s knowledge and skills in the core areas of HIPAA Administrative Safeguards, Physical Safeguards, Technical Safeguards and Security Technology Fundamentals. The certification is provided by The HIPAA Academy, the market leader for HIPAA skills certification.

“Clients can be assured that Morpace has the most up-to-date knowledge of compliance regulations and is committed to meeting or exceeding security guidelines for gathering, storing, transferring, and disposing of member and/or consumer data for our health plan clients,” said Susan Semack, Morpace Vice President, Health Care.

Having a certified HIPAA expert on staff gives Morpace a competitive advantage over other market research firms, Semack added.

Like the other professionals on the Health Care team, Sherrelle works to continually advance Morpace’s operational processes, including tools and protocols, to assure the Health Care division employs state of the art automation, standardization, and quality control. She also ensures compliance with requirements listed within NCQA’s Quality Assurance Plan and Specifications for Survey Measures.

#### **About Morpace Inc.**

Morpace is a full-service survey research and consulting organization specializing in automotive, financial services, health care, retail and technology. Morpace provides global expertise and proprietary solutions in four core areas: brand and communications; consumer choice; market and product development; and satisfaction and loyalty.

Morpace, an ISO 9001:2008 certified organization, is headquartered in Farmington Hills, Michigan with offices in Irvine, California; and London, England.

Visit [www.morpace.com](http://www.morpace.com) for more information.