

101 Eisenhower Parkway, Roseland, NJ 07068  
Tel: (973) 228-5700 ■ Fax: (973) 228-7852 ■ www.WolfBlock.com

Matthew M. Collins  
Direct Dial: (973) 403-3151  
Direct Fax: (973) 618-5551  
E-mail: mcollins@wolfblock.com

November 4, 2008

**CERTIFIED MAIL RETURN RECEIPT REQUESTED**

Office of Attorney General Martha Coakley  
One Ashburton Place  
Boston, MA 02108

Re: Emergency Medical Associates – Notification of Potential  
Identity Theft

To Whom It May Concern:

This firm represents Emergency Medical Associates of New Jersey ("EMA"). Please be advised that, pursuant to Massachusetts Chapter 93H, § 3, this letter shall serve as notification that EMA has notified one (1) Massachusetts resident of potential identity theft involving their private information maintained by EMA. This resident was a patient of EMA.

On or about July 15, 2008, the Secret Service informed EMA that, during the course of an independent investigation, they had identified a total of twenty-seven (27) American Express credit cards that were possibly the subject of identity theft. The Secret Service contacted EMA because the twenty-seven (27) affected American Express cardholders all used their American Express credit card to pay a legitimate bill of EMA.

Immediately upon being advised by the Secret Service of the investigation, EMA agreed to fully cooperate in any manner possible and it has continued to do so through the present date. EMA was advised by the Secret Service that the twenty-seven (27) individuals whose credit card information was potentially compromised had already been notified of the issue by American Express. Initially, the Secret Service supplied EMA only with certain American Express credit card numbers and no further information.

Recently, the Secret Service completed an interview of an EMA employee whom they wanted to question as part of this investigation. Our understanding is that the Secret Service has not yet been able to determine whether any of the private information held by EMA about these twenty-seven (27) individuals was improperly disclosed or otherwise compromised. Although the Secret Service investigation is ongoing, they did recently authorize EMA to notify the

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affected individuals about EMA's involvement in the investigation and the potential identity theft. Of the twenty-seven (27) individuals, one (1) is a Massachusetts resident.

On October 27, 2008, EMA sent out a notification letter. In the notice, EMA notified the Massachusetts resident about the information provided to EMA by the Secret Service. Again, such notification was provided upon confirmation by the Secret Service that it would not interfere with their ongoing investigation. Enclosed herewith is a form of the written notice which was sent to the affected Massachusetts resident.

Please be advised that our client is dedicated to doing everything possible to ensure the safety and integrity of medical and/or billing information. In addition, EMA has cooperated with both the local and Federal authorities in their investigation and, at this point, is satisfied that there is no reason to believe there is any on-going misuse of private information at EMA.

Please feel free to contact me should you have any questions about this.

Very truly yours,



Matthew M. Collins

Enclosures



Emergency  
Medical  
Associates

877 692 4665  
www.EMA-ED.com

October 27, 2008

RE: AN IMPORTANT MESSAGE FROM EMERGENCY MEDICAL ASSOCIATES

Dear \_\_\_\_\_,

We are contacting you about a potential identity theft issue. Our understanding is that, several months ago, American Express advised you that there were certain improper and/or suspicious charges on your American Express card and/or that you were being issued a new American Express card. We have been advised that the United States Secret Service is investigating the improper and/or suspicious charges on your American Express credit card. The Secret Service is the governmental agency that investigates identity theft.

The Secret Service has advised that you are one of a number of American Express cardholders whose accounts are being investigated because of potential identify theft. Again, it is our understanding that the improper and/or suspicious use of your American Express credit card occurred months ago and that American Express has already advised you of this potential issue. If you do not recall this issue being addressed by American Express, we suggest that you immediately contact American Express directly to determine whether further action is necessary. On or about July 15, 2008, the United States Secret Service contacted Emergency Medical Associates ("EMA") about the above investigation. The Secret Service contacted EMA because you and a number of other affected American Express cardholders all used an American Express credit card to pay a legitimate bill of EMA. Immediately upon being advised by the Secret Service of the investigation, EMA agreed to fully cooperate in any manner possible and we have continued to do so through the present date.

Our understanding is that the Secret Service has not yet been able to determine whether any of your personal information held by EMA has been improperly disclosed or otherwise compromised. We are not, however, waiting for the conclusion of the Secret Service investigation to act. We know this is a serious concern to you. It is for us as well. Although the investigation is ongoing, the Secret Service has authorized us to send this notice to you. We first want to make sure that our understanding is correct and that you have been made aware of this potential identity theft issue. We also wanted to take this opportunity to reassure you that EMA and its billing department are dedicated to doing everything possible to ensure the safety and integrity of your medical and billing information.

EMA knows that patient information, including billing information, is strictly confidential and such information is shared only in limited, legally permissible, circumstances. We have gone to great lengths internally to make sure any incidents of improper disclosure were few and will not

occur going forward. In addition, we have and continue to cooperate with both the local and Federal authorities in their investigation.

When you were previously notified about this potential identity theft issue you may have placed a fraud alert on your credit file. In the event you have not, we recommend that you place an initial fraud alert on your credit file. A fraud alert tells creditors to contact you before they open any new accounts or change your existing accounts. To place a fraud alert you may call any one of the three major credit bureaus. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts. All three credit reports will be sent to you, free of charge, for your review. The phone numbers for the three major credit bureaus are below.

<b>Equifax</b>	<b>Experian</b>	<b>TransUnionCorp</b>
800-525-6285	888-397-3742	800-680-7289

Even if you do not find any suspicious activity on your initial credit reports, the Federal Trade Commission (FTC) recommends that you check your credit reports periodically. Victim information sometimes is held for use or shared among a group of thieves at different times. Checking your credit reports periodically can help you spot problems and address them quickly.

If you find suspicious activity on your credit reports or have reason to believe your information is being misused, call your local law enforcement and file a police report. Keep a copy of the police report; creditors may want the information it contains to absolve you of the fraudulent debts. You also should file a complaint with the FTC at [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft) or at 1-877-ID-THEFT (877-438-4338). Your complaint will be added to the FTC's Identity Theft Data Clearinghouse, where it will be accessible to law enforcers for their investigations.

Finally, please be reminded that EMA prides itself on delivering excellence in emergency medicine. We are confident our combined efforts and our enhanced and continuing safeguards, coupled with you taking advantage of the suggestions offered, will help guard against any misuse of your information.

If you have any questions, please do not hesitate to contact Louise Pirone at 973-251-1017.

Very truly yours,



Raymond Iannaccone, MD  
President & CEO