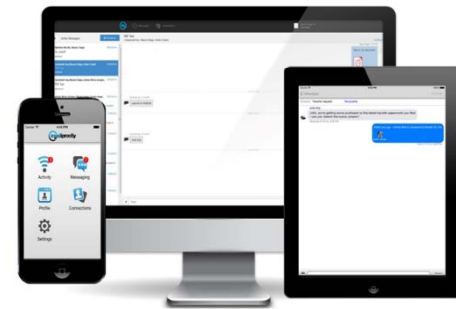





Integrating Technologies Secure Messaging





No organization can afford to ignore
the potential consequences of a data breach.

American National Standards Institute

Healthcare behind the times... Would Wall Street consider a breach?



HIPAA

Health Insurance Portability
and Accountability Act



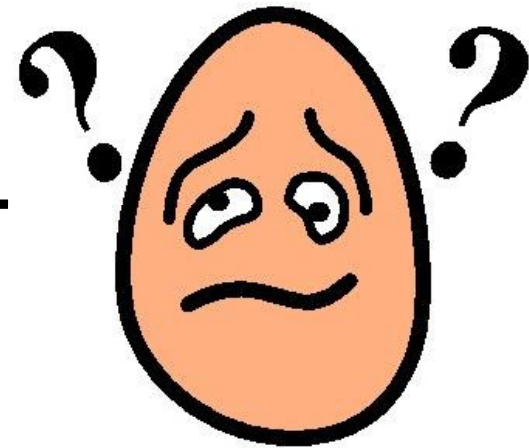
HITECH

Health Information Technology
for Economic & Clinical Health Act

Interoperability:

“make the right data available to the right people at the right time across products and organizations in a way that can be relied upon and used by recipients.”

**Well that sounds easy...
wait, huh?**



Key Challenges:

- Technology – Legacy systems
- Vocabulary – Different workflows
- Administration – Control



Key Health IT Interoperability Challenges

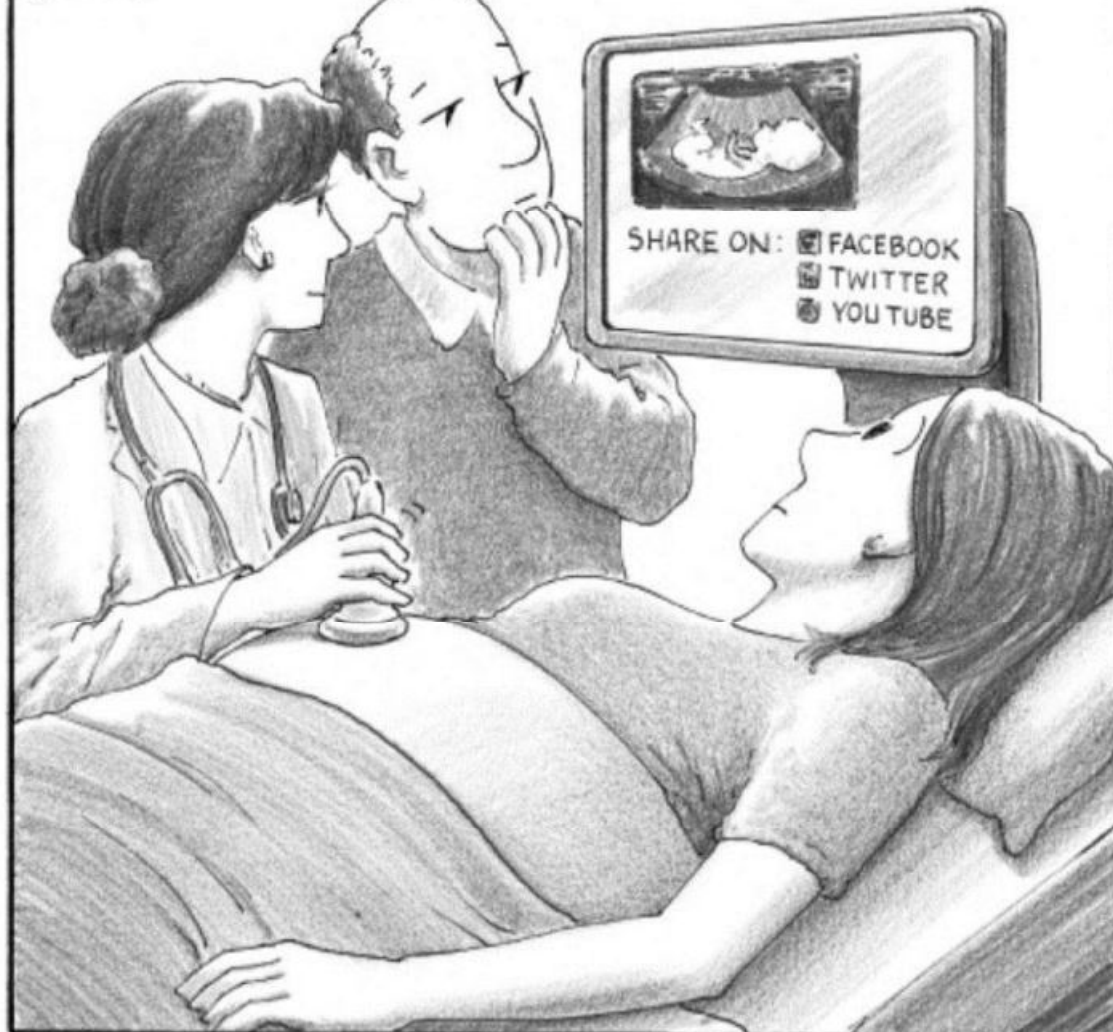
- HIT is fast moving with new concepts/architecture models
- Enterprise in clinical is constantly evolving
- Complex and not well understood
- Organizations are silos and want you to bend to their “way”
- Scope between parties can often be off-balance
- Data elements do not match
- Coordinating teams and security systems
- Governance is often a challenge
- Funding – cost responsibility

What is Health IT Interoperability?



"the ability of two or more systems or components to communicate, to exchange data accurately, effectively, and consistently and to use the information that has been exchanged..."

Blind



**Secure
messaging
today is apples
and oranges.**



HOW STANDARDS PROLIFERATE:

(SEE: A/C CHARGERS, CHARACTER ENCODINGS, INSTANT MESSAGING, ETC.)

SITUATION:
THERE ARE
14 COMPETING
STANDARDS.

14?! RIDICULOUS!
WE NEED TO DEVELOP
ONE UNIVERSAL STANDARD
THAT COVERS EVERYONE'S
USE CASES.



SOON:

SITUATION:
THERE ARE
15 COMPETING
STANDARDS.

**If not easy users
will default back
to other systems.**



**HIPAA
Privacy and
Security Rules.**



Threats and Vulnerabilities

Core RISK Item = Threat + Vulnerability



External Threats

People steal unattended Items



Internal Threats

Employee loses tablet or phone

Vulnerabilities

PHI Exposed



Text Is Here To Stay

86% of clinicians today are using
Text messaging everyday.

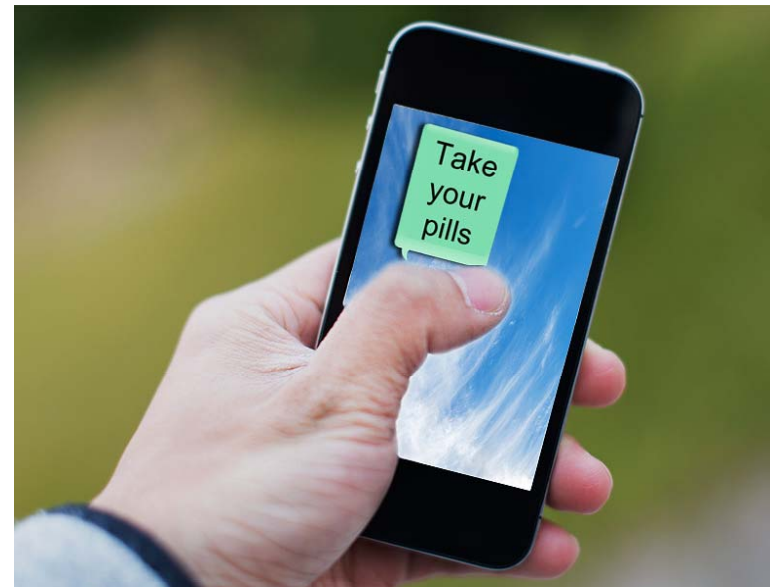
Reduce the risk of information flow!



Source: Frost & Sullivan C2011

5 Key Ways Text Improves Care

1. Communication
2. Compliance
3. Care Coordination
4. Patient Engagement
5. Productivity



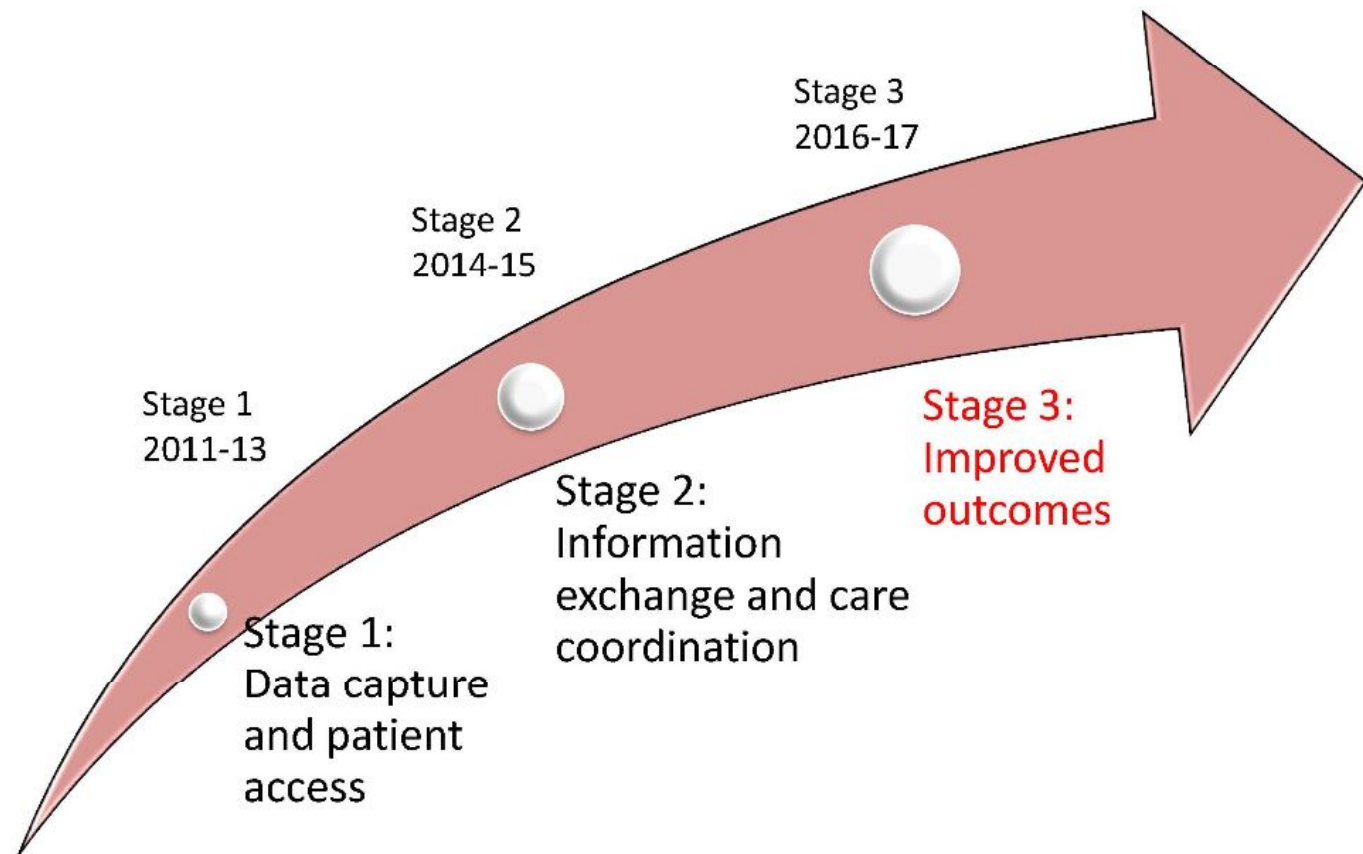


Doctor-Driven

VS

Data-Driven

Stages of Meaningful Use *Improving Outcomes*



I THINK WE
MAY NEED
A MOBILE
STRATEGY

SORRY,
DID YOU
SAY
SOMETHING?

TOM
FISH
BURNE

© marketoonist.com

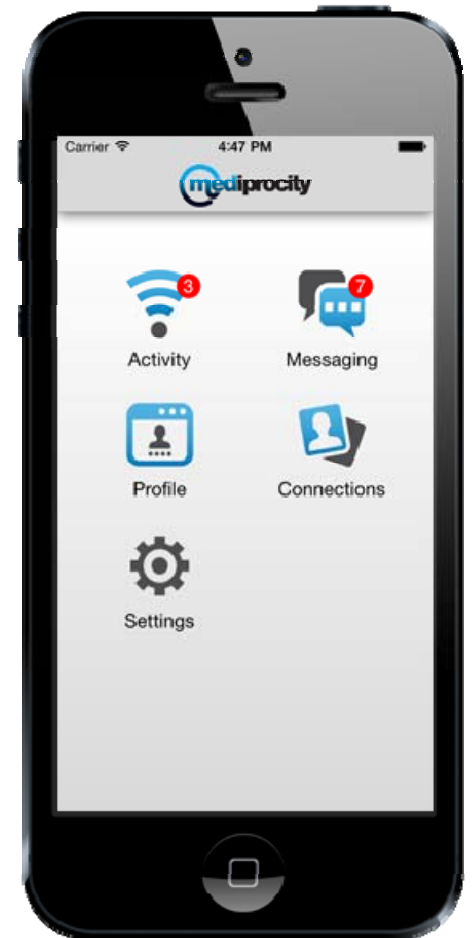


Improved Communication

Eliminate the need for outside consults such as:

- Outside Vendors (i.e. Part B Providers)
- Registered Dietitians
- Wound Care Consultants
- Therapy Teams
- Hospice and Home Health

Direct communication leads to less impact on your EMR
and faster results for care delivery.

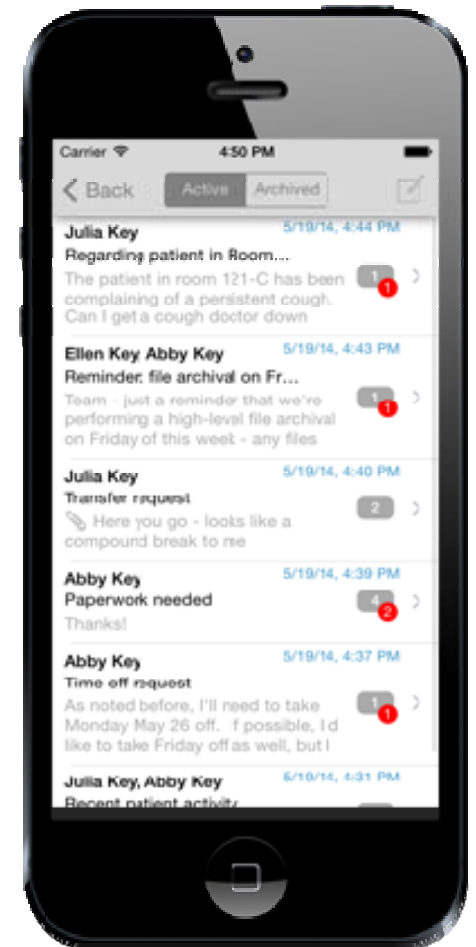


Attending Involvement

Improve care coordination for care delivery with:

- Attending Physicians and office staff
- Nurse Practitioner, Physician Assistants
- Regional Nurse

Instant communication may reduce the risk of information flow (add/remove users to messages)

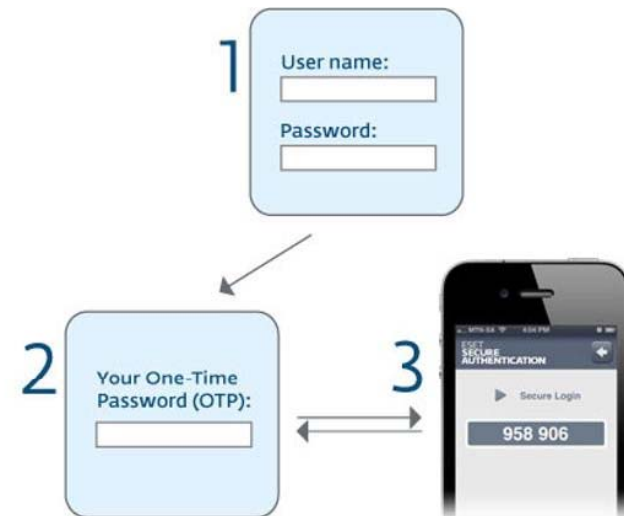
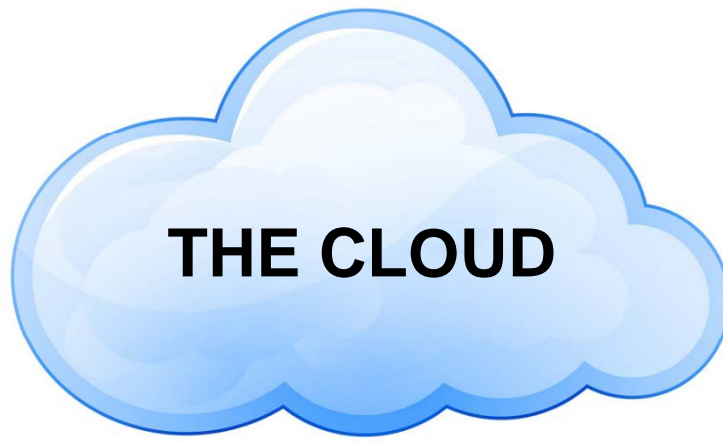


Required Notifications/Alerts

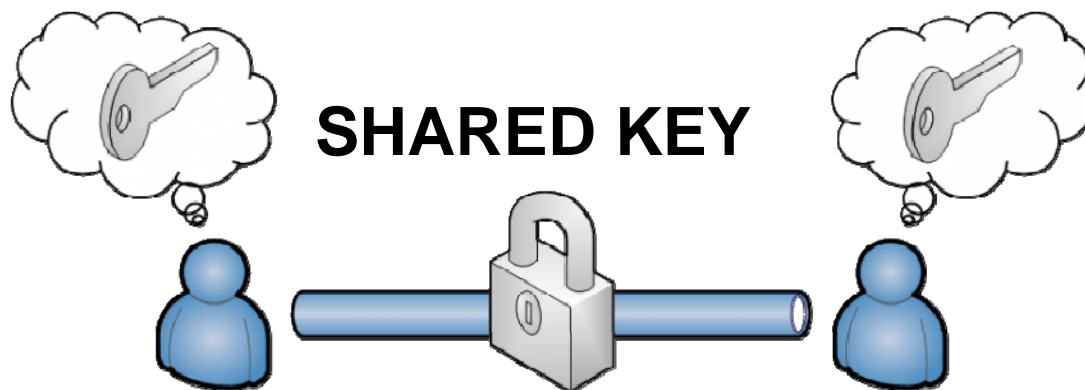
Stay connected after 5pm or over weekends!

- Department Heads/Attending Physicians
- After Hour Lab Values
(mitigate critical information)
- Federal Tag 157
- After Hour Emergencies
- Wet-Read Report (X-Ray)
(reduce errors send direct to attending)





**AUTHENTICATION
(OTC)**



New Technology
often solves
wrong problem.



"You have seven phone messages
telling you to check your e-mail,
and thirteen e-mails telling you to
answer your phone."

Mason Rothert

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Chesterfield, MO 630005

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