



7 Advantages of HIPAA Compliant Texting Apps

zinc



Why Mobile Messaging Matters

"For five days as her husband lay in his hospital bed suffering from kidney cancer, Regina Holliday begged doctors and nurses for his medical records, and for five days she never received them. On the sixth day, her husband needed to be transferred to another hospital - without his complete medical records.

'When Fred arrived at the second hospital, they couldn't give him any pain medication because they didn't know what drugs he already had in his system, and they didn't want to overdose him,' says Holliday, who lives in Washington. 'For six hours he was in pain, panicking, while I ran back to the first hospital and got the rest of the records.'"

- *Patients demand: 'Give us our damned data'*
*CNN, 2010*¹



Improving communication between healthcare professionals offers immediate benefits.

But when considering how to do it, the options are myriad, expensive and sometimes risky. Moreover, large hospital systems and provider networks are often highly invested in legacy technology systems, and evaluating new mobile communication apps can seem more like a distraction than an opportunity. As a result, the healthcare industry has been slow

to adopt a solution for the type of fast, easy, cross-team communication that is so desperately needed. Unfortunately, many healthcare professionals have turned to SMS texting to fill that need. This eBook explores how HIPAA compliant mobile messaging apps can provide a secure alternative to texting that improves both workflows and patient care. As we explore the advantages of HIPAA compliant mobile messaging, we'll also touch on the drawbacks of legacy communication technologies, the risks of consumer messaging applications, and the cost of expensive training and roll out programs for other messaging technologies.

7 Advantages of HIPAA Compliant Texting Apps

01 Security	<u>5</u>
02 Reliability	<u>8</u>
03 Alignment	<u>11</u>
04 Speed	<u>14</u>
05 Accessibility	<u>17</u>
06 Collaboration	<u>20</u>
07 Innovation	<u>23</u>

01 Security

Avoid HIPAA violations stemming from employees' use of SMS.



Security-related events cost
U.S. hospitals an estimated
\$1.6 billion each year

01 Security Avoid HIPAA violations stemming from employees' use of SMS.

We live in a world with more cellphones than people, and Internet access that reaches more than 3 billion people, keeping protected information secure must be a top priority for healthcare organizations. Any organization that handles protected health information (PHI) must maintain HIPAA compliance, with noncompliance fines ranging from \$100 to \$50,000 per violation and a maximum penalty of \$1.5 million per year³.

The pace of technological advancement has offered busy healthcare professionals new methods of communication to use in their personal lives. And they're bringing them to work. A recent study found that since 2010, there's been a 200 percent increase

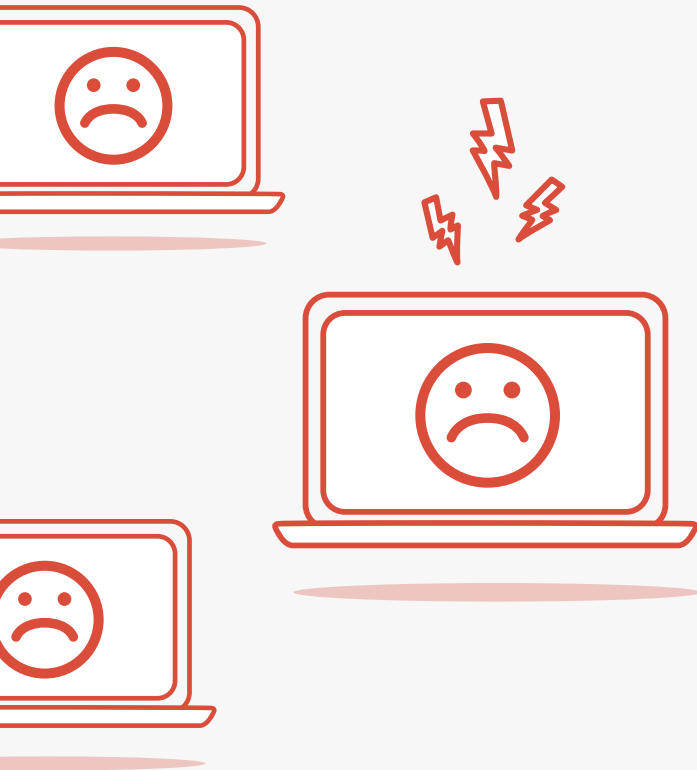
in reports of 50 or more yearly security incidents⁴. With 81 percent of doctors using a personal smartphone to communicate PHI or access patient data⁵, it's imperative that organizations provide a HIPAA compliant alternative to SMS texting.

It's imperative that organizations provide a HIPAA compliant alternative to SMS texting.

But it doesn't end there. In order to ensure that care providers actually utilize those solutions instead of navigating around them, they must provide an intuitive user experience. And partners must sign HIPAA Business Associate Agreements to show their shared commitment to the confidentiality, integrity and availability of all protected electronic information.

02 Reliability

You can't afford downtime in the heat of the moment.



Healthcare organizations face average costs of **\$690,000** per outage incident.

02 Reliability You can't afford downtime in the heat of the moment.

The healthcare industry is reliant on data. To diagnose illness, to prescribe a treatment and even to perform the simple act of accessing patient records. So it comes as no surprise that healthcare organizations can't afford downtime. Given that Gartner has predicted 80 percent of outages impacting mission-critical services will be caused by people and process issues⁷, healthcare organizations need partners who can guarantee reliability.

IT spending at large North American healthcare organizations was expected to increase to more than \$34.5 billion in 2014⁸, as more focus is put on new technology that helps drive process efficiencies as well as internal and patient communication. But

80% of outages impacting mission-critical services will be caused by people and process issues.

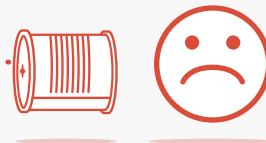
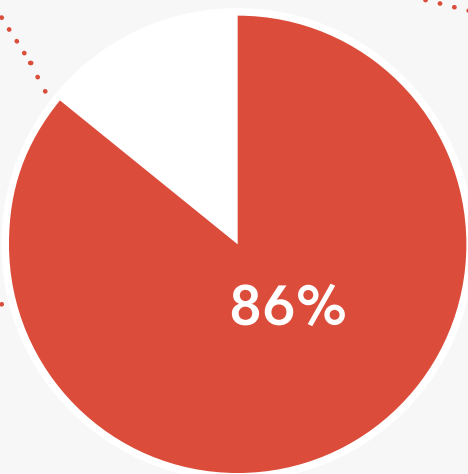
as more processes are offloaded to software and systems, reliability and redundancy become even more important. Mobile messaging apps help improve reliability in a few important ways. First, the messaging system itself is more reliable than

systems that rely purely on Wi-Fi access because they can fallback to the cellular network when there's an Internet outage. Second, they provide an additional communications

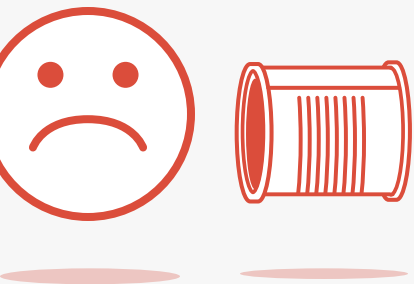
system should there be an email or phone system outage, with available access to historic conversation and activity data. And finally, some enterprise messaging apps include the ability to send custom alerts to the entire company, specific departments or particular individuals in case any business-critical systems go down.

03 Alignment

Get everyone on the same page, instantly.



86% of employees and executives cite lack of collaboration or ineffective communication for workplace failures⁹



03 Alignment Get everyone on the same page, instantly.

More than 45 minutes are wasted each day on inefficient communication systems in the healthcare setting¹⁰. According to the Ponemon Institute, that represents a cost burden to the U.S. healthcare system of more than \$8.3 billion each year¹¹. Put simply, alignment matters.

If this comes as a surprise it shouldn't. As with most regulated industries, from healthcare and finance to government agencies, technology and process often lag. That's because these industries are often entrenched in existing technologies, and legacy technology companies are slow to innovate. But that's changing. New healthcare-specific tools that better align people by improving and expediting their communication are emerging. The days of reliance on pagers are nearing an end as secure messaging apps now give

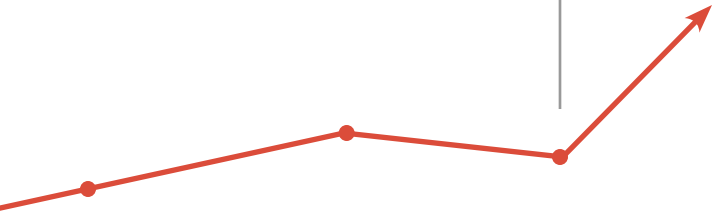
The days of reliance on pagers are nearing an end.

providers the ability to get much more done with a single device. Apps with file sharing, mobile alert capabilities, video and image streaming, project management solutions, and integrations with online electronic medical record tools are much more effective at keeping teams aligned than single purpose tools.

With more efficient communication, patient admission times could be reduced by up to 54 percent¹². And the time savings from deploying a HIPAA compliant messaging app could result in an estimated cost savings of nearly \$1 million per hospital, per year according to the Ponemon Institute¹³. Armed with a smartphone and a secure texting app, it is possible to be in two places at once, and be perfectly aligned with a team of providers regardless of where you are.

04 Speed

Improve patient care with
faster intervention.



A messaging app can improve
discharge rates by as much as
20 percent¹⁴

04 Speed Improve patient care with faster intervention.

More than 770,000 people are injured or die each year due to adverse drug events, and the overall cost of hospital-related infections in the U.S. each year can top \$45 billion¹⁵. When it comes to patient intervention, speed is everything.

Though hospital systems have employed systems for patient monitoring and alerting, communication is an essential layer for effective patient intervention.

On average, it takes more than 90 minutes for an email to be read versus just 90 seconds for a text message¹⁶. HIPAA compliant mobile messaging with

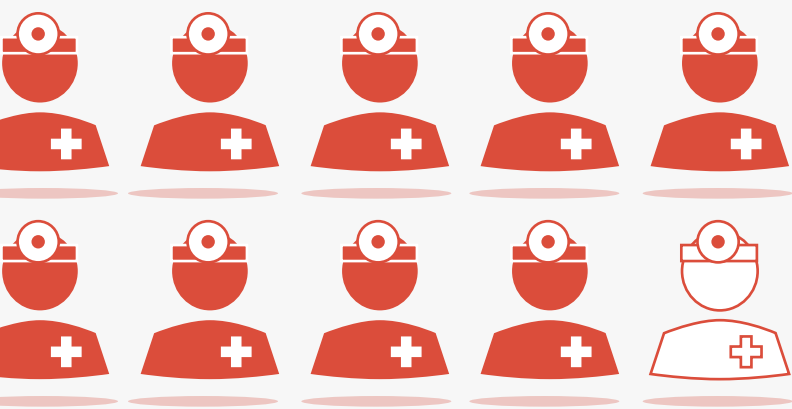
a built-in directory of colleagues makes it easy for anyone in a healthcare system to access the right people when every moment counts.

On average, it takes more than 90 minutes for an email to be read versus just 90 seconds for a text message

And not only does HIPAA compliant mobile messaging have a positive impact on the speed of patient intervention, it also impacts that perception that providers have about the speed of their care. The Journal of Hospital Medicine recently reported that providers believe messaging apps are more efficient than paging and commercial cellular networks.

05 Accessibility

Reference information when you need it, from anywhere.



9 out of 10 of doctors wish they could wirelessly access electronic medical records ¹⁷

05 Accessibility Reference information when you need it, from anywhere.

According to the Institute for Healthcare

Communication, a clinician may conduct as many as 150,000 patient interviews during a typical career¹⁸. That's a lot of faces and information for one person to remember and document. Diagnostics found that when patient information was received through an answering service in an on-call situation, 95 percent of those patient encounters were never documented in any medical record¹⁹.

Those statistics are not surprising given the number of interactions that might occur on any given day let alone over the lifetime of a career. Yet, it is alarming.

While the number of patients and incidents continue

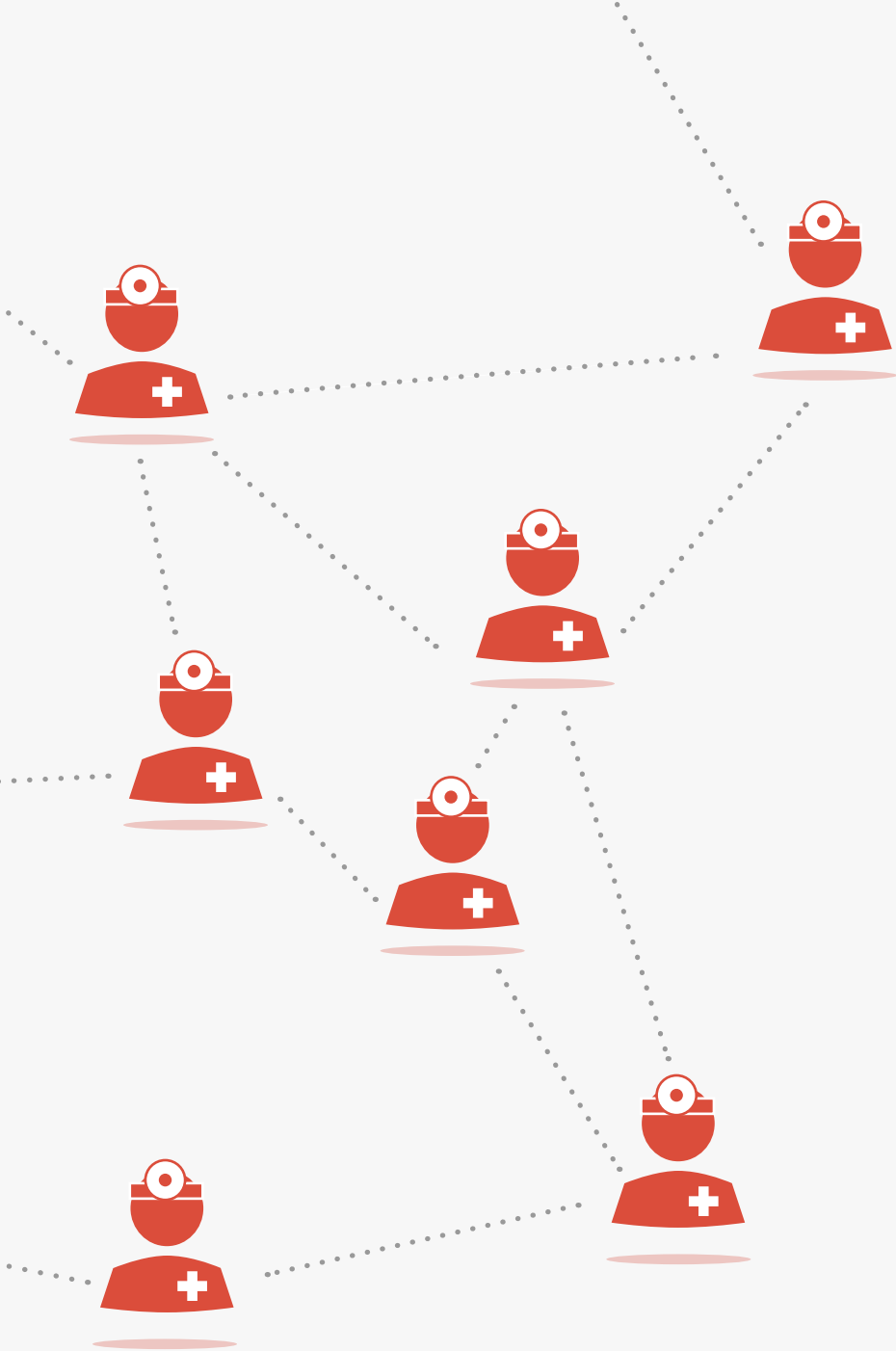
Walkie talkies, pagers and provider-owned phones, can't securely document and store referenceable information.

to grow, communication tools are helping shape a more accessible future for healthcare. Walkie talkies, pagers and provider-owned phones, can't securely document and store referenceable information. But HIPAA compliant texting apps can.

Giving providers a single, intuitive way to access information and people is essential. It means they don't have to log into multiple platforms or risk moving information between different systems. HIPAA compliant texting apps can offer instant access to documents, images and resources directly inside of a conversation, so a provider doesn't have to switch apps (or context) to access critical information.

06 Collaboration

See the big picture with insight from others.



100% of surveyed physicians
agreed that their medical
expertise improved when
they received training through
collaborative technology²⁰

06 Collaboration See the big picture with insight from others.

According to InformationWeek Healthcare, patients may see 50 different hospital employees during treatment ²¹. That means the way caregivers communicate and collaborate has a serious impact on patient care.

While collaboration and communication are often interconnected, there's an important distinction worth noting when considering how communication tools are used for collaboration: easy, available access to people and information. When facilitating effective communication around a patient's care, it's essential that providers can easily access each other to

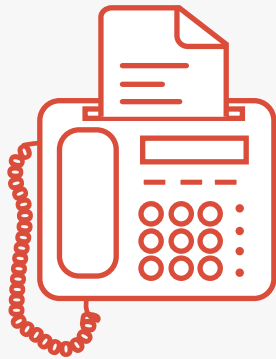
It's often something as simple as not having another person's phone number that inhibits effective collaboration.

share knowledge and ideas and build an effective treatment plan. It's often something as simple as not having another person's phone number that inhibits effective collaboration. Enterprise messaging

apps that use a company email address to onboard employees can instantly create a company directory so there's no need to swap phone numbers or track down member IDs.

07 Innovation

Technological advancement without compromising resources.



+

\$11 billion

Inefficient communication tools
cost the healthcare industry
\$11 billion per year²²

07 Innovation The technological advancement without compromising resources.

Researching, testing and utilizing technologies

that improve treatment and care is essential to advancing modern medicine. And communication technologies that advance the speed, accuracy and efficiency of patient care are no exception. A recent survey found that hospitals waste, on average, 33 minutes in the process of admitting a new patient, 40 minutes coordinating an emergency response team, and 35 minutes transferring a patient to another facility. Those wasted minutes alone cost the industry more than \$11 billion per year²³.

But that same survey found that among the top inhibitors of organizational efficiencies was the inability to send text messages, due to it's

Hospitals waste, on average, 33 minutes in the process of admitting a new patient.

violation of HIPAA compliance²⁴. HIPAA compliant messaging solutions provide the same on-demand access to people and resources as SMS-texting, but without violating the secure transmission of PHI. When care providers have access to HIPAA compliant messaging, they can easily create groups to coordinate admissions, emergency teams and patient transfers in addition to several other use cases.

Since 81 percent of healthcare providers have formally adopted a BYOD program²⁵, the process of rolling out a HIPAA compliant messaging app is significantly easier than deploying a new device or desktop software application. Especially, if that messaging app works across desktop and mobile devices.

Key Takeaways

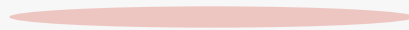
1. A HIPAA Compliant Enterprise Mobile Messaging app will ensure you avoid HIPAA violations from SMS texting and the use of consumer mobile messaging apps.
2. Avoid single-purpose tools that don't integrate with your existing systems. A comprehensive Enterprise Mobile Messaging app will easily integrate with your organization's calendar, CRM, single sign-on, directory and document sharing service.
3. Choose an intuitive, mobile-first Enterprise Mobile Messaging app. They're inexpensive to roll out and require minimal training for your entire workforce, from millennials to baby boomers.



Want an easy way to
get started?

Try Zinc.

zinc



Zinc is the HIPAA compliant messaging app built to connect employees in and out of the office.

zinc.it/download

Sources

1. <http://www.cnn.com/2010/HEALTH/01/14/medical.records/>
2. <http://www.healthcareitnews.com/news/healthcares-slack-security-costs-16b>
3. <http://www.ama-assn.org/ama/pub/physician-resources/solutions-managing-your-practice/coding-billing-insurance/hipaa-health-insurance-portability-accountability-act/hipaa-violations-enforcement.page?>
4. <http://www.welivesecurity.com/2013/08/14/healthcare-it-security-infographic-stats-point-to-big-privacy-holes/>
5. http://www.americanbar.org/newsletter/publications/aba_health_esource_home/aba_health_law_esource_1110_barrett.html
6. <http://www.healthcareitnews.com/news/data-center-outages-come-monster-pricetag>
7. <http://www.networkcomputing.com/networking/how-to-avoid-network-outages-go-back-to-basics/a/d-id/1234664?>
8. <http://tbri.com/analyst-perspectives/press-releases/pgView.cfm?release=9365>
9. <http://blog.clearcompany.com/7-workplace-collaboration-statistics-that-will-have-you-knocking-down-cubicles>
10. <http://www.diagnotes.com/assets/diagnotes-fact-sheet.pdf>
11. <http://www.imprivata.com/resources/analyst-reports/imprivata-report-economic-impact-inefficient-communications-healthcare>
12. <http://hitconsultant.net/2014/07/09/lack-of-secure-text-messaging-is-costing-hospitals-millions/>
13. <http://hitconsultant.net/2014/07/09/lack-of-secure-text-messaging-is-costing-hospitals-millions/>
14. <https://getreferralmd.com/2013/02/primary-care-to-specialist-referrals/>
15. http://micromedex.com/Portals/1/Assets/360_Care_Insights/Micromedex%20360%20Care%20Insights%20brochure.pdf
16. <http://www.ctia.org/your-wireless-life/how-wireless-works/wireless-quick-facts>
17. <https://getreferralmd.com/2012/12/45-mind-blowing-digital-health-statistics-and-trends/>
18. <http://healthcarecomm.org/about-us/impact-of-communication-in-healthcare/>
19. <http://www.diagnotes.com/assets/diagnotes-fact-sheet.pdf>
20. http://www.cisco.com/web/about/citizenship/socio-economic/specialprograms/docs/Transforming_Healthcare_Collaboration.pdf
21. <http://www.informationweek.com/healthcare/leadership/healthcare-collaboration-across-3-generations/a/d-id/1297529>
22. <http://www.fiercehealthcare.com/story/hospitals-waste-11-billion-year-inefficient-communication/2014-07-29>
23. <http://www.ponemon.org/local/upload/file/2014%20Imprivata%20Report%20FINAL%203.pdf>
24. <http://www.ponemon.org/local/upload/file/2014%20Imprivata%20Report%20FINAL%203.pdf>
25. <http://www.fiercemobileit.com/story/despite-risks-healthcare-aggressively-adopting-byod/2013-10-25>