

Text messages containing Protected Health Information (PHI) can be read by anyone and forwarded to anyone—remaining unencrypted on mobile providers' servers while staying on phones forever.



**Of healthcare providers admit employees use mobile devices at work.\***

## PointClickCare Secure Conversations™

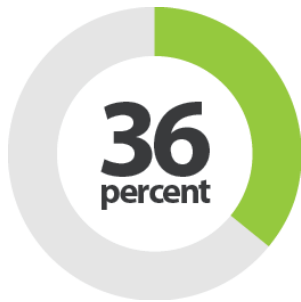
**What is your organization doing to proactively secure PHI and remain compliant with Health Information Portability and Accountability Act (HIPAA) regulations?**

**Do you know how to maintain HIPAA compliance with the ever increasing use of mobile technologies?**

Telephone communication between clinicians and practitioners has changed little over the years. It is often seen as inefficient and potentially dangerous as it relates to resident care. In fact, clinicians spend as much as 60 minutes a day

tracking down practitioners for responses to questions and resident issues. According to The Joint Commission, a breakdown in communication could be tied to more than 60 percent of all reported sentinel events in 2011.

## Solution Sheet



of healthcare providers do not use a HIPAA compliant solution for their mobile devices.\*

The influx of mobile technologies is changing the game, as texting has become an integral part of communication in the modern world. Mobile devices are easily accessible everywhere we go, allowing for more frequent, quick contact with friends, family, and colleagues. In healthcare, texting has additional benefits in that it streamlines the time-intensive call and call-back processes that organizations have relied upon for years. So it's no surprise clinicians and practitioners are turning to text messaging, also known as "SMS" or "Short Message Service," as a means to improve their communication efficiency with healthcare communities.

However, under HIPAA and other regulatory requirements, organizations confront numerous challenges, such as meeting compliance, privacy, and safety standards, when using text messages. Failing to meet these standards compromises efforts to improve efficiencies and quality of care.

### **Ordinary text messages containing PHI are fundamentally unsecure and noncompliant with the privacy and safety regulations required by HIPAA because:**

- Data flow and routing generates multiple copies of every text message sent
- Text messages live forever as unencrypted data, or "clear text"
- Patients or residents must be notified in the event unsecured data is lost
- Mobile devices containing sensitive information are subject to loss or theft
- Messages can be forwarded or copied without permission

### **But the challenges don't stop there. Aside from compliance concerns, healthcare organizations are also challenged with the:**

- Inability to know that the text message was sent to and opened by the right individual
- Lack of a text message archive for auditing and risk mitigation
- Limited visibility into conversations in progress with practitioners, which often times leads to duplicative efforts and extra work for other care team members

Issues resulting from unsecure text messaging practice can result in a hefty price. Under the Privacy Rule of HIPAA-Title II, which outlines PHI, organizations can be penalized with fines for non-compliance of up to \$250,000 and 10 years in jail. A violation for a single unsecured communication can carry a fine of \$50,000 with repeated violations resulting in \$1.5 million in fines during a single year. Organizations also face damage to reputations and public image for such breaches, hindering their ability to attract and retain residents.

## **Texting is fundamentally unsecure and noncompliant with privacy and safety regulations under HIPAA.**



of healthcare providers believe secure texting will improve security.\*

**This controlled platform is HIPAA compliant and replaces the unsecured text message that leaves protected health information and other confidential data vulnerable and at risk.**

## The Solution

**It's easy to maintain HIPAA compliance and ensure text message conversations between practitioners and clinicians are recorded accurately in the resident EHR with PointClickCare Secure Conversations™.**

Resident privacy and HIPAA compliance concerns are critical to the use of text messaging in the healthcare industry. Unfortunately, today's consumer-grade text messaging falls short on all security and regulatory requirements. Most text messages, regardless of content, are not delivered securely and cannot be considered for use in the healthcare industry. Standard consumer-based messages are open to eavesdropping and present little challenge to perpetrators who aim to exploit classified information contained within private messages. PointClickCare Secure Conversations presents the ultimate solution to this growing issue.

### What is it?

PointClickCare Secure Conversations is a text-messaging platform that enables healthcare professionals to create their own protected messaging network using their smartphones and the PointClickCare EHR application. As an encrypted mobile-messaging and web application that helps you achieve and maintain HIPAA compliance, practitioners and clinicians can securely communicate time-sensitive messages regarding laboratory results, patient procedures, medical histories, practitioner on-call notifications, resident-related questions and other important PHI from mobile devices. By facilitating direct interaction from practically anywhere, Secure Conversations ensures better response time and accurate decision-making, leading to quicker interventions and improved resident outcomes.

### How does it work?

Fully integrated with TigerText, the leader in secure, real-time messaging for the healthcare enterprise, Secure Conversations uses standard SMS text messaging services to exchange information between smartphones and the cloud-based PointClickCare EHR. Clinicians and practitioners easily send and receive secure text messages from either the PointClickCare EHR application or the TigerText app. To foster communication of real-time resident information among practitioners, clinicians, and other healthcare professionals, Secure Conversations offers:

- A company directory to search for contacts
- Automatic delivery and read notifications
- Full care team visibility to all messages
- Conversations stored in the resident record as progress notes

In addition, Secure Conversations ensures the confidentiality, integrity and availability of all protected electronic information exchanged.

## What can Secure Conversations do for you?

In addition to satisfying HIPAA privacy and safety requirements for the electronic exchange of PHI, Secure Conversations helps you to:

- ★ Enhance communication among care team members
- ★ Achieve faster response times between healthcare professionals
- ★ Reduce hassles caused by traditional games of phone tag
- ★ Improve decision-making with readily available real-time information
- ★ Perform more timely interventions to improve resident outcome
- ★ Revolutionize how healthcare is delivered to residents

### About PointClickCare

PointClickCare helps healthcare providers meet the global challenges of senior care by enabling them to achieve the business results that matter – delivering the highest quality of care at the lowest cost. PointClickCare's cloud-based software platform connects healthcare providers across the senior care continuum, providing easy to use, regulatory compliant solutions that support a coordinated, person-centered approach to care delivery. Over 9,000 long term and post-acute care homes use PointClickCare today, making it the North American market leader and Electronic Health Record platform of choice for the senior care industry.

For more information, please contact us at: [info@pointclickcare.com](mailto:info@pointclickcare.com)



PointClickCare Version 3.7 is now compliant with the ONC 2014 Edition criteria and was certified as an EHR Module on October 23, 2013 by the Certification Commission for Health Information Technology (CCHIT®).



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