

Secure Conversations™

Facilitate communication without compromising the protection of personal health information or compliance of regulations.



Email or text messages containing personal health information (PHI) can be read by anyone and forwarded to anyone - remaining unencrypted on mobile providers' servers while staying on phones forever. PointClickCare Secure Conversations™ replaces unsecured messaging that leave PHI and other confidential data at risk.

96 percent

Healthcare providers that admit employees use mobile devices at work.

How do senior care providers maintain HIPAA-compliance with the increasing use of mobile technology?

Telephone communication between clinicians and practitioners has changed little over the years. It is often inefficient and seen as 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.

Mobile technology is changing the game.

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 providers 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 the Health Insurance Portability and Accountability Act (HIPAA) and other regulatory requirements, providers 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.

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 confidential message content.

Ordinary text messages containing PHI are fundamentally insecure 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, providers 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 come at a hefty cost. Under the Privacy Rule of HIPAA-Title II, which outlines rules for protecting PHI, providers 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. Providers also face damage to reputations and public image for such breaches, hindering their ability to attract and retain residents.

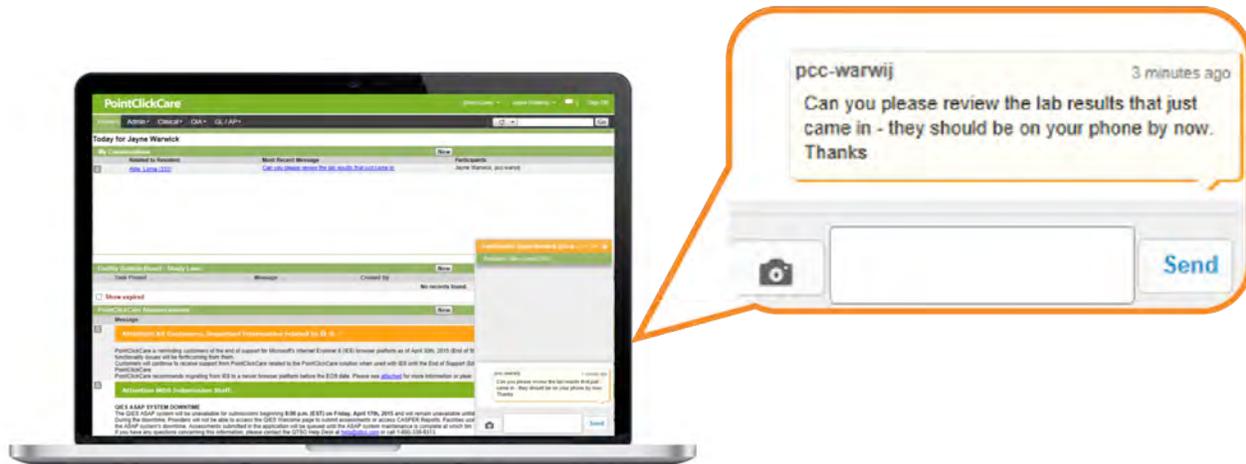
Texting is fundamentally insecure and noncompliant under HIPAA.

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™.

What is PointClickCare Secure Conversations™?

PointClickCare Secure Conversations is a text-messaging solution 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 care providers 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, in a secure manner. 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 PointClickCare Secure Conversations work?

Powered by TigerText, the leader in secure, real-time messaging for the healthcare industry, 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 platform or the Secure Conversations app on iOS or Android devices.

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
- The ability to have generic and resident-centric conversations
- Full care team visibility to all resident centric messages
- Photo/image sharing within messages
- The ability to store conversations 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 PointClickCare Secure Conversations do for care providers?

In addition to satisfying HIPAA privacy and safety requirements for the electronic exchange of personal health information, Secure Conversations helps to:

- Enhance communication and collaboration among care team members
- Achieve faster response times between healthcare professionals through patient-centric or general conversations
- 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 via text and or photo/image messages
- Revolutionize how healthcare is delivered to residents

To learn more about Secure Conversations, contact your PointClickCare Account Representative today, call 1.800.277.5889 or complete the form www.pointclickcare.com/contact-us.

PointClickCare, the leading cloud-based software platform for the senior care market, helps healthcare providers meet the challenges of senior care by enabling them to achieve the business results that matter – enriching the lives of their residents, improving financial and operational health, and mitigating risk. Recently recognized as the 2014 #1 long-term care software vendor by KLAS Research, PointClickCare’s cloud-based software platform takes a person-centered approach to managing senior care, connecting healthcare providers across the senior care continuum with easy to use, regulatory compliant solutions for improved resident outcomes, enhanced financial performance, and staff optimization. Over 10,000 senior care facilities use PointClickCare today, making it the North American healthcare IT market leader for the senior care industry. For more information on PointClickCare’s ONC certified software solutions, please visit www.pointclickcare.com, or follow us on Twitter @PointClickCare.