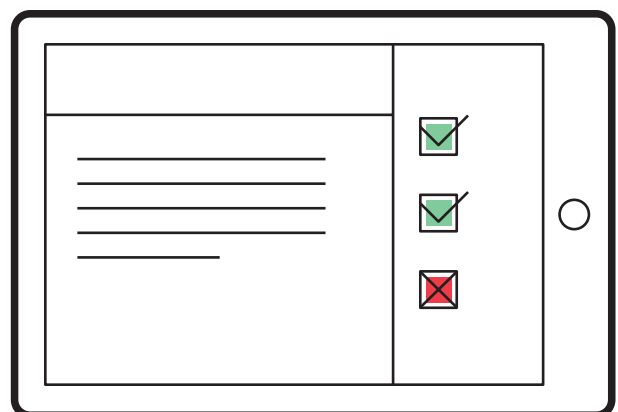


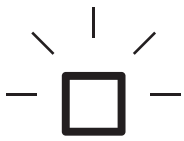


## Secure Messaging **for Healthcare**

*Healthcare organizations are among the fastest adopters of Secure Messaging.*

Healthcare organizations that adopt Secure Messaging encryption and control provide a better overall patient experience, see increased worker productivity, are able to lower overhead costs and establish a reputation of trust.





## Secure Messaging **Overview**

### **Why Get Secure Messaging?**

With increasing pressure to safeguard patient data in an environment of growing regulatory oversight and increased information security risks, healthcare organizations are among the fastest adopters of secure messaging and email encryption.

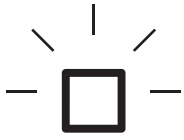
Yet healthcare professionals are discovering that secure messaging encompasses far more than just email content protection. It is a core communications tool that enables the electronic transfer of large patient files, secures mobile communications and automatically protects data from being sent in error.

Healthcare organizations that adopt secure messaging provide a better overall patient experience, see increased worker productivity, are able to lower overhead costs, and establish a reputation of trust.

### **Secure Messaging Overview**

Secure Messaging enables healthcare organizations to easily secure, protect and control access to their email, even after content has left the outbox. In this age of heightened awareness of patient data protection, Secure Messaging is a critical tool for healthcare organizations looking to communicate more efficiently and effectively with patients and interact with other agencies, insurance companies, and pharmacies.

Secure Messaging is a cost-effective, cloud-based encryption and message control tool that's simple to use and quickly integrates into your existing email system using your existing email addresses. In addition, Secure Messaging automatically works with your existing archiving system. Healthcare professionals appreciate Secure Messaging's ease of use and the advanced control it provides, which is why more than 6,000 organizations around the world now depend on Secure Messaging.



## Secure Messaging **Key Features**



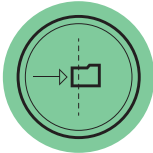
### **Simple & Secure Communications Exchange**

Secure Messaging enables healthcare professionals to simply and securely send, receive, track and control email communications internally and externally with patients, pharmacies or other healthcare agencies on any device, including smart phones and tablets.



### **Data Loss Prevention**

Secure Messaging works with any existing data leak prevention engine and can offer “intelligent keyword scanning” of message content based on an organization’s security policies. Plus, with the ability to fully revoke sent messages, data is always protected.



### **Secure Large File Transfer**

Secure Messaging enables both healthcare professionals and their external audiences to easily, quickly and securely share large file attachments of up to 5GB in size such as x-rays and patient files through email without overloading inboxes.



### **Powerful Control Features**

Features such as real-time activity notification, the ability to revoke messages and attachments and stop recipients from replying to or forwarding messages. Users can apply “For Your Eyes Only” password protection provide advanced control over email messages both before *and* after they have been sent.



### **No Technical Expertise Needed**

As a cloud-based solution, Secure Messaging has no hardware to install, deploys in minutes and requires no outside IT expertise to maintain. Secure Messaging integrates in a snap into existing email infrastructure including Outlook, Office365, Gmail and other standard email platforms using existing email addresses.



### **Individually Branded Environment**

Secure Messaging’s secure information management platform is individually branded to match the “look and feel” of the healthcare organization.



### **Supports HIPAA Compliance and PHI Security**

Secure Messaging supports compliance with the US Health Insurance Portability and Accountability Act (HIPAA) and provides security of personal health information (PHI).



## Secure Messaging **Business Advantages**



### **Improved patient experience**

Patients can easily and securely be provided access to their electronic medical records, receive e-statements, and have prescriptions securely emailed to pharmacies.



### **Controlled communications**

Secure Messaging provides maximum control and helps healthcare workers make more informed decisions. You will know the moment a secure email was received and read. You get to decide whether it can be replied to, forwarded or printed by the receiver. If an email is sent accidentally it can be recalled *even after it has been opened*.



### **Proof of receipt**

Secure Messaging provides proof of delivery and prevents false claims of non-delivery.



### **Protects against risks**

With Secure Messaging's intelligent scanning feature, healthcare organizations can automatically prevent the accidental sending of sensitive information that should not be shared.



### **Cost effective with zero maintenance**

As a cloud-based solution, Secure Messaging provides significant cost savings compared to in-house solutions, which are expensive to implement and maintain.



### **Flexible to data jurisdiction**

Secure Messaging's cloud-based technology enables healthcare organizations to choose in which country their data is hosted to avoid privacy risks imposed by international laws.



### **Reputation management**

Secure Messaging enables healthcare organizations to build a reputation of trust and security so that patients and other agencies feel confident sharing sensitive information electronically, knowing the data is never at risk.



### **Secure mobile communications**

Secure Messaging extends the secure messaging environment to smart phones and tablets to ensure information on every device is protected and controlled.



### **Integrates with any existing archiving system**

Secure Messaging provides simple, automatic decryption into any existing archiving system to ensure seamless and full internal information management.