/SolutionBrief

Secure Messaging Options for Dentistry: Exchanging Digital Images and EHR Data for Patient Treatment

Leveraging information technology, mobile endpoints and the internet to exchange digital images and electronic health records (EHR) is an obvious choice to improve patient care and increase practice efficiency in virtually all corners of healthcare. The dental industry is no exception as images and other clinical data needs to be shared regularly between general practitioners, specialists, labs and even forensic examiners.

When dealing with this type of protected health information (PHI), providers are required both ethically and legally to share this data in a secure manner, and in compliance with regulations such as HIPAA and HITECH.

In practical terms, the exchange of this information should be handled using agreed upon communication standards, to efficiently establish a secure network between healthcare provider communities, and their patients.

> *"The dental industry, along with the entire medical field, is going through a sea change in how we share patient information in order to provide the best care possible in more efficient ways.*
>
> *Direct Secure Messaging and email encryption services are two secure messaging solutions that comply with HIPAA and facilitate the information sharing change that's desired."*
>
> *– Andy Nieto,*
> *Health IT Strategist*
> *DataMotion*

Solutions

DataMotion™ SecureMail is a secure messaging service for healthcare providers that adds encryption and tracking for existing email services. SecureMail meets HIPAA security and privacy rules while leveraging existing email addresses, clients and services. It is an overlay subscription service that enables healthcare providers and their staff to send PHI in the email message body or file attachments to any email address, with security assured. Recipients typically receive a notification message with simple instructions on how to retrieve the secure message and attachments from the SecureMail web portal. Ease of use, low cost, and quick service implementation are hallmarks of a modern email encryption service.

DataMotion™ Direct is a new secure messaging service for healthcare providers built on the Direct Secure Messaging national standard introduced with the HITECH Act. With the flexibility to integrate seamlessly with standard email clients on desktop and mobile devices, and also integrate with practice management and dental imaging software and service solutions, DataMotion Direct is an ideal solution to address the community needs of Dental generalists and specialists for referrals and consults.

The Direct protocol was established by the US Health and Human Services Agency to enable and improve clinical data exchange among care providers and instill interoperability across service providers. As a nationally established protocol, Direct is an interoperable messaging service that requires unique email-like addresses for both senders and recipients, both of which must be subscribers of a Direct service. In addition to service provider interoperability, Direct exceeds the security specifications of most commercial email encryption services by adding identity validation for address holders, end-to-end trust and accountability, and industry accreditation requirements for Direct service providers.

Since Direct is a national healthcare standard for the secure transmission of PHI across all sectors of industry, adoption by dental providers aligns with the industry's vision for universal PHI exchange – further extending the patient care value and operational efficiency benefits of standards based, electronic health information exchange.

Electronic messaging options and comparions:

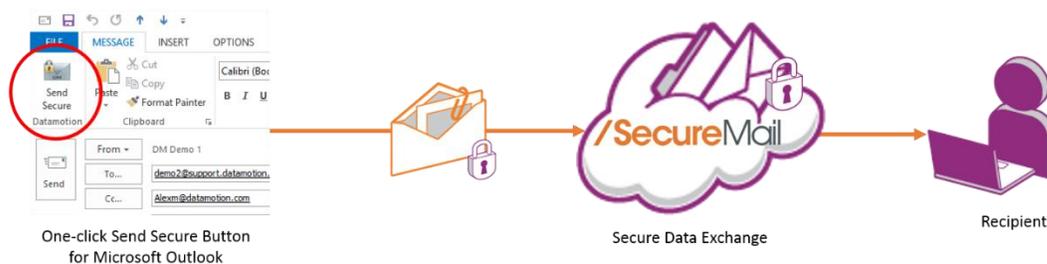| Email	Encrypted Email	Direct Secure Messaging
Standard Message Format	Standard Message Format	Standard Message Format
Internet Delivery	Internet Delivery	Internet Delivery
Operational Best Practice	Operational Best Practice	Accredited / Audited Operations
	Proprietary Encryption	Encryption (Public/Private Keys)
NOT HIPAA COMPLIANT!	Supports Regulatory Compliance	Supports Regulatory Compliance
		Health Information Exchange Interoperability*
		Identity Validation
		End-to-end trust & accountability

*Interoperability between Direct secure messaging address holders regardless of the health information service provider (HISP)

DataMotion™ SecureMail: How It Works

Dental providers subscribe to DataMotion SecureMail as an email encryption service that works with virtually any email client, address and service. When an email is ready to be sent (with or without file attachments) the sender uses a special 'Send Secure' Outlook button or secure command. SecureMail will send the message and all attachments securely to the SecureMail cloud service, and a notification email is sent to the recipient with simple instructions for safely and securely retrieving the message and files. Watch the demo video here:
https://www.datamotionhealth.com/products/securemail-desktop/

One-click Send Secure Button for Microsoft Outlook

Secure Data Exchange

Recipient

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Direct Secure Messaging: How It Works

Dental providers subscribe to DataMotion Direct as a secure messaging service. A <u>unique direct secure messaging address</u> is established for each user in a practice. The address is used just like email for sending and receiving messages, images and dental records with other provider's <u>direct secure messaging addresses</u>. The messages and all file attachments travel securely via a health information service provider network which is a secure and interoperable virtual network leveraging standard internet connections. Watch the demo video here: https://www.datamotionhealth.com/products/datamotion-direct/

DataMotion Direct address examples:
generalist@direct.datamotion.com
endodontist@direct.datamotion.com
radiologist@direct.hisp2.com
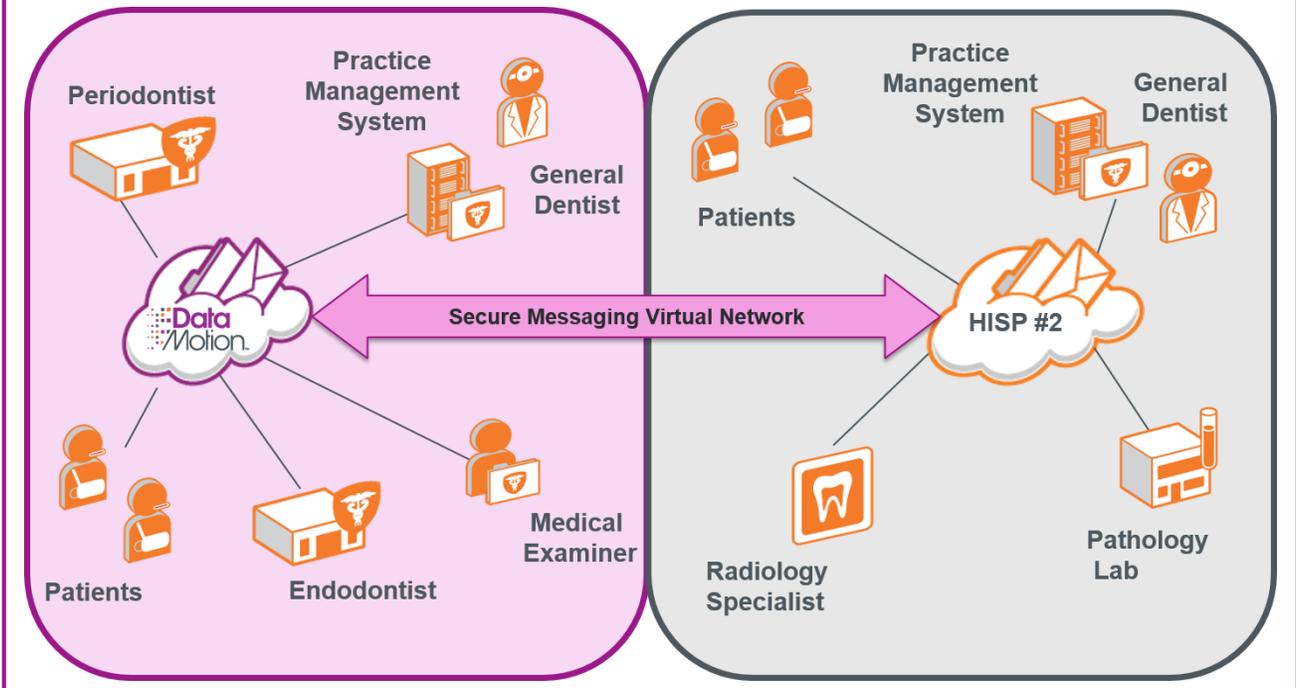
Contact us for more information on secure messaging solutions for dentistry, including DataMotion™ Direct and DataMotion™ SecureMail:

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