

## HIPAA-Compliant Mobile App Messaging for Salesforce

Within the healthcare and life sciences industry - health insurers in particular – Customer Services Representatives (CSRs) and other CRM users often use the email functionality built into Salesforce to communicate with subscribers to provide support. This activity may involve exchanging sensitive subscriber information that qualifies as personally identifiable information (PII) and protected health information (PHI) protected by HIPAA privacy and security regulations. Any form of a breach involving this data could cause substantial and costly damages to subscribers and the healthcare enterprise.

Within these same organizations, it has become important to provide subscribers a mobile application for managing their health insurance subscription. Adding a messaging capability to the mobile app so the subscriber can ask questions about their policy and coverage improves the functionality and value of the mobile app, but also requires adherence to HIPAA privacy and security regulations. The mobile messaging must also integrate into the help desk solution, in this case, Salesforce Service Cloud

### Solution: SecureMail Integration

DataMotion provides an easy to implement cloud solution that integrates with client mobile apps using web services RESTful APIs. The other end of the workflow can integrate with Salesforce using SMTP over TLS. Outlined below is an integration option for Salesforce and mobile applications using DataMotion APIs and the email to case functionality in Salesforce Service Cloud.

#### Solution Highlights

- Brings Salesforce based workflows into HIPAA compliance
- Exchange sensitive info with virtually any endpoint, service or application
- Integrates with mobile apps using RESTful APIs
- Leverages Salesforce email-to-case function
- Rapid deployment

#### Features

- Uses published APIs and standard protocol connections
- Integrates with enterprise apps, CRMs, mobile apps, email systems, etc.
- Everything fully logged and tracked for business intelligence and audit purposes

#### Benefits

- Speed your time to market and dramatically cut project costs
- Integrates with existing workflows and apps – no end user retraining required
- Nothing to download – seamless to end users and CSRs
- Secure, compliant data transfer for HIPAA/HITECH, PCI, GLBA, FERPA, etc.



### Use Case: Email-to-case from a mobile app into Salesforce UI

A health plan subscriber is diagnosed with a serious condition and needs information on plan coverage and treatment options. Using the mobile application provided by the health plan, the subscriber can seamlessly correspond with a health plan CSR working in the Salesforce Service Cloud solution.

#### How It Works

1. Using the health plan mobile app, the subscriber initiates a help request with an insurance company CSR.
2. The message gets delivered securely to the DataMotion Platform using the web services RESTful API. The messaging protocol is converted to SMTP, and delivered securely using TLS into Salesforce using the email-to-case feature of Salesforce.
3. The CSR replies to the message with the Salesforce Thread ID embedded in the email message
4. The message is then delivered securely to the customer's mobile device via the DataMotion platform.

All subsequent correspondence, the Thread ID is preserved inside the message so Salesforce can track it.

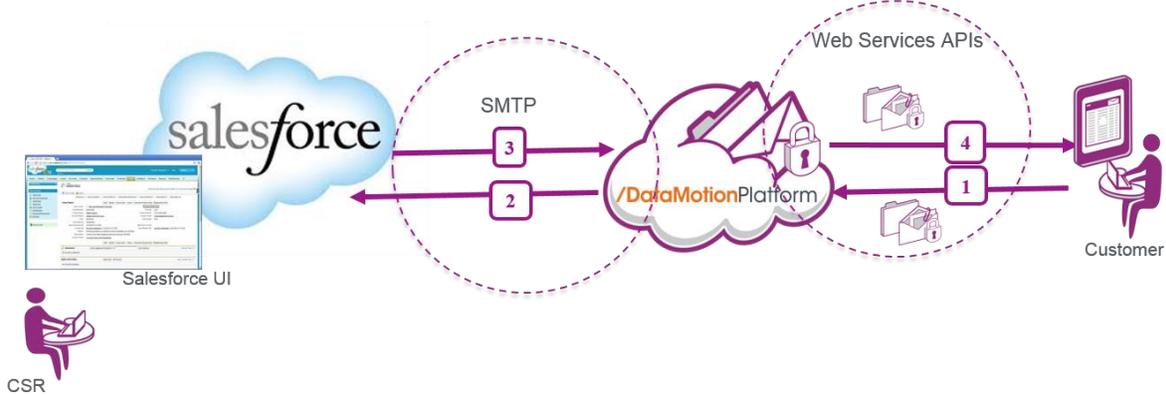


Diagram: Salesforce secure message workflow: email-to-case integration with a mobile app using SecureMail APIs

### Solution Summary

The need for HIPAA-compliant secure messaging integration with Salesforce is driven by the ever-increasing demand for compliance with HIPAA privacy and security regulations for protecting PHI, PII and other sensitive subscriber information. The available DataMotion integration methods can satisfy the needs of Salesforce healthcare and life sciences customers to facilitate the workflows and enable interactions on subscriber mobile or desktop endpoints.

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