

The Top 5 Benefits of HIPAA Compliant Messaging that Improve Your Organization

Healthcare organizations process enormous amounts of sensitive data, including protected health information (PHI), every day. They are required by law through HIPAA (Health Insurance Portability and Accountability Act) to take every precaution to protect this data. As more of this communication goes mobile, it is critical that healthcare providers maintain the levels of privacy that patients have come to expect and the government requires. Texting has become the preferred mode of communication and a secure messaging solution is required. Here are a few of the top benefits:



1. Stay confident you will remain compliant

In the healthcare industry, where time is of the essence, many physicians are struggling with the trade off that can present itself between the convenience of mobile communication, and the additional risks it presents to privacy. Despite that, SMS messaging is not considered HIPAA compliant, 30% of doctors admit they have received PHI via text¹. Communicating PHI either through texting or an un-secure network is a violation of HIPAA regulations, carrying heavy penalties.



2. Provide better patient care and service

HIPAA compliant messaging not only protects your organization from potential data breaches, it also improves patient care. A recent study found that inefficient communication triples patient admission time and doubles emergency response time². HIPAA compliant messaging allows all healthcare providers to quickly communicate critical information with each other without taking them away from the task at hand. More efficient communication also results in nurses spending more time with patients and less time finding doctors. The Robert Wood Johnson Foundation found that nurses spend up to an hour per day searching for doctors in a hospital, time that should and could be better spent on patients⁵. A secure texting system like Lua makes that possible by connecting nurses and doctors through an efficient and compliant communication network.



3. Increase accountability and staff reliability

Having confirmation that your messages have been delivered to the recipient means you can trust that your message has not been lost in transmission. The functionality of read receipts creates greater accountability. Not only is workflow improved by a secure messaging system like Lua but an analytics dashboard provides data on how your team communicates. This is another opportunity to gain greater insight into the communication workflow within the organization and further optimize it based on data-driven decisions.

“Secure mobile messaging (with Lua) is essential for my day-to-day business.”

David Sinclair, Ph.D
Co-Director
Harvard Medical School



4. Improve team efficiency and productivity

A secure messaging solution can also increase efficiency and productivity rates within an organization. Working in real time with messaging confirmation signals can help to reduce, if not eliminate, unnecessary phone calls. Pagers and other one way communication devices can waste time when a user doesn't know if their message has been successfully delivered. With 80% of medical errors involving caregivers when patients are being transferred⁴, streamlined communication via secure messaging can reduce the number of errors. It leaves a clear digital communication trail that can be used to help resolve disputes should they occur. With simple file sharing in a matter of touches, workflow is at its most productive and efficient.



5. Strengthen your overall security

Healthcare organizations process vast amounts of sensitive data, requiring very tight security. Not only do they deal with protected health information (PHI), but also sensitive personal information such as social security numbers and financial data. As workplace communication increasingly goes mobile, it is critical that healthcare providers maintain the levels of privacy and security that patients have come to expect. A study of healthcare organizations carried out in 2013 found that 61% reported at least one security breach³. These breaches are estimated to cost the industry at least \$1.6 billion each year⁶, highlighting the importance for healthcare providers to heighten security measures. This is necessary for maintaining patient trust, but also to limit exposure to damaging regulatory issues.

A secure messaging solution, like that provided by Lua, means that organizations can remotely erase or recall any sensitive data involving patients, employees or policy holders in the event of a mobile device in lost or stolen. It provides increased security and technical safeguards ensuring that individuals do not keep patient health information on their mobile device's local storage.

Sources:

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About Lua

Lua is the leading HIPAA compliant messaging app for healthcare. Lua helps organizations become more productive and secure with a mobile-first communication solution featuring messaging, group calling and file-sharing. Headquartered in New York, Lua is improving mobile workflows in healthcare organizations and the enterprise.

“Every org requires a HIPAA-compliant messaging tool. It (Lua) boosts efficiency, protects ePHI and streamlines care coordination.”

Chris Morgan

Director of IT
University of Louisville
School of Dentistry



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