



Solutions for Critical Communications



HipaaBridge Introduction

Virginia Department of Health



EVERBRIDGE: FOUNDED 2002



The World's Leading
**Unified Critical
Communication Provider**

When **every second counts**,
Everbridge connects the **right
people and devices**, whether
around the corner or across the
globe, with the right information

LOS ANGELES | BOSTON | LONDON | FRANKFURT | BEIJING



3,000
clients

800+ health systems



100 MILLION
connected
devices



500+ MILLION
messages sent
per year



18 GLOBAL
data centers
& office locations

THE CHALLENGE



Health care providers love to **text** and use **FaceTime** with each other and with their patients because it's **easy...**

... but it's not HIPAA compliant!

92% of providers that use SMS to communicate with each other and patients **do not use a HIPAA compliant application**

THE PATIENT PERSPECTIVE



80% of smartphone users want to use their mobile devices to **interact with healthcare providers**

- FICO survey of over 2,000 smartphone users in the United States and 11 other countries

Out of 2,000 adults who had a physician, **would you make sacrifices to have constant access to them via a mobile device?** What sort of sacrifices?



Give up shopping for a month



Forgo their next vacation



Skip showers for a week



Forfeit a salary increase

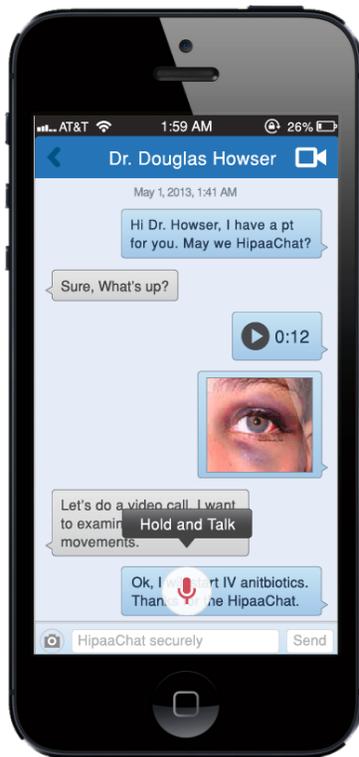
- Harris Poll survey of 2,000 adults conducted for MDLIVE



INTRODUCING HipaaBridge



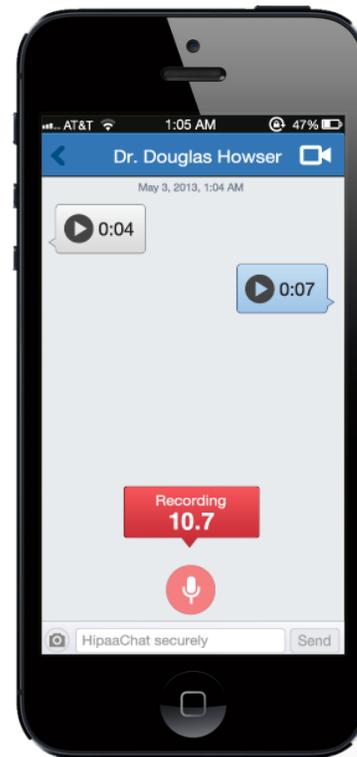
No learning curve... just like **texting** and **FaceTime!**



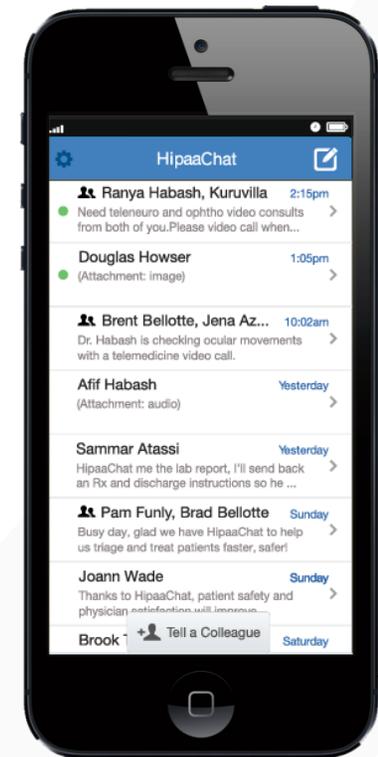
HIPAA-compliant **texting**



Secure **video conferencing**



Don't want to **type?**
Try **push to talk**



Text **one colleague**
or a **group**

HIPAA Compliant Texting and Video Telemedicine

HIPAA BRIDGE PROVIDES FLEXIBLE COMMUNICATION



Provider to Patient

- Telemedicine consultations
- Patient follow-ups
- Observed Therapy
- Minimize exposure
- Spend more time with patients, and less time traveling



HIPAABRIDGE: EASY TO DRIVE ADOPTION



Free Mobile Download

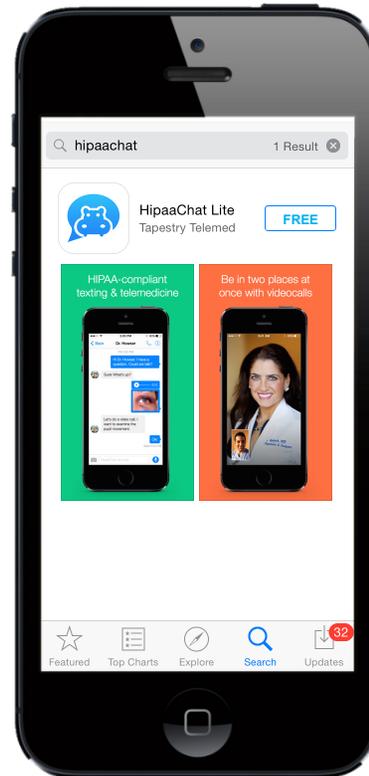
iOS and Android



iTunes



Google play



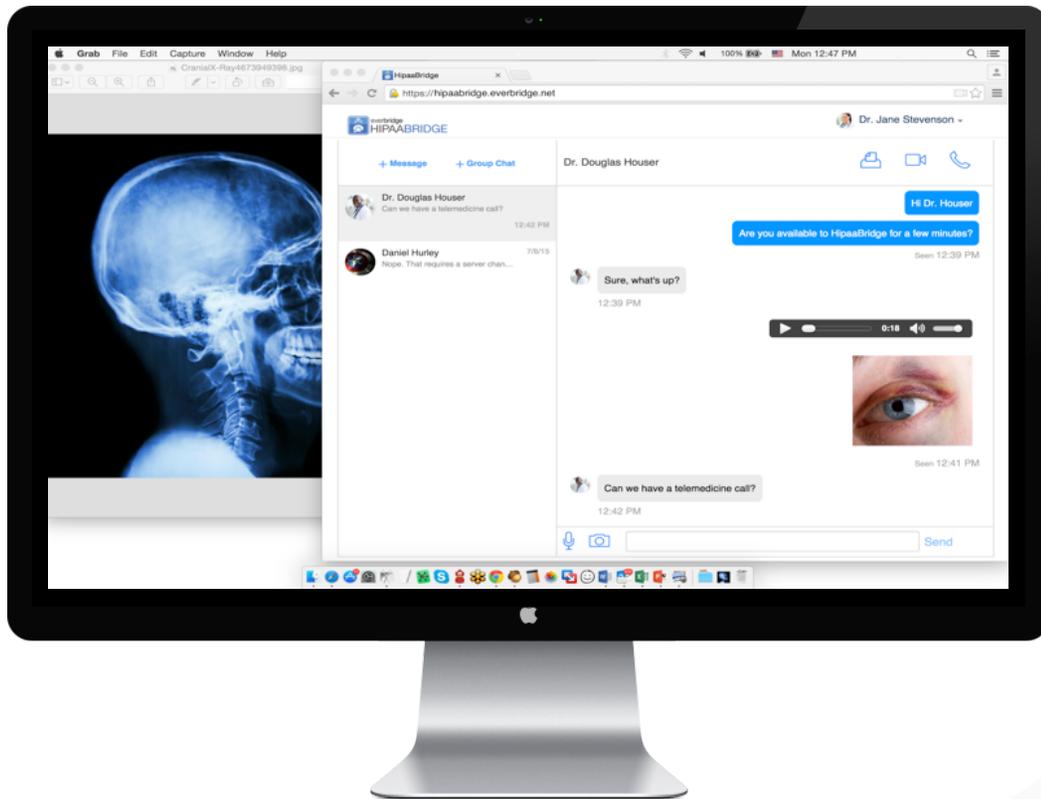
Easy Access for
Medical Professionals
and Patients



Encourages an Open Extended Network

HIPAABRIDGE ON ANY DEVICE

Communicate Across Desktop, Laptop and Mobile Devices



HipaaBridge Web Client

Full access to all HipaaBridge features and functions from your desktop or laptop computer from our Web Client!

- Secure Text and Image Support
- Secure Audio Calling
- Supports Telemedicine
- Same login as your mobile device

HIPAA BRIDGE MILITARY GRADE – TRIPLE ENCRYPTION



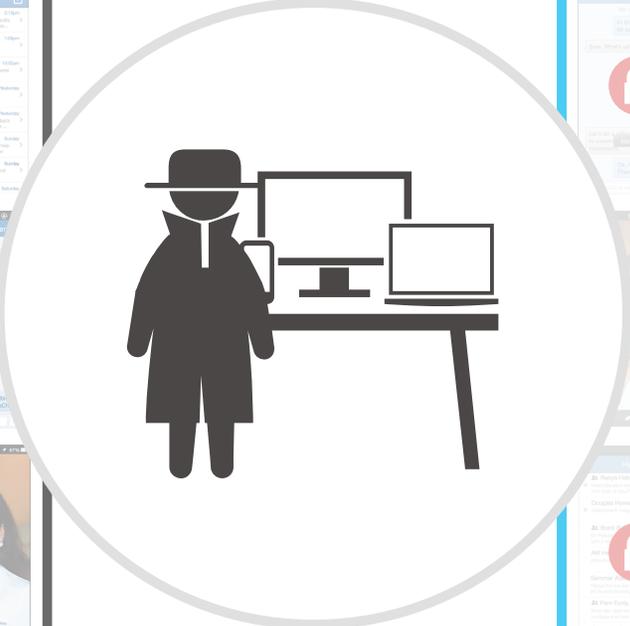
Others



HACKED

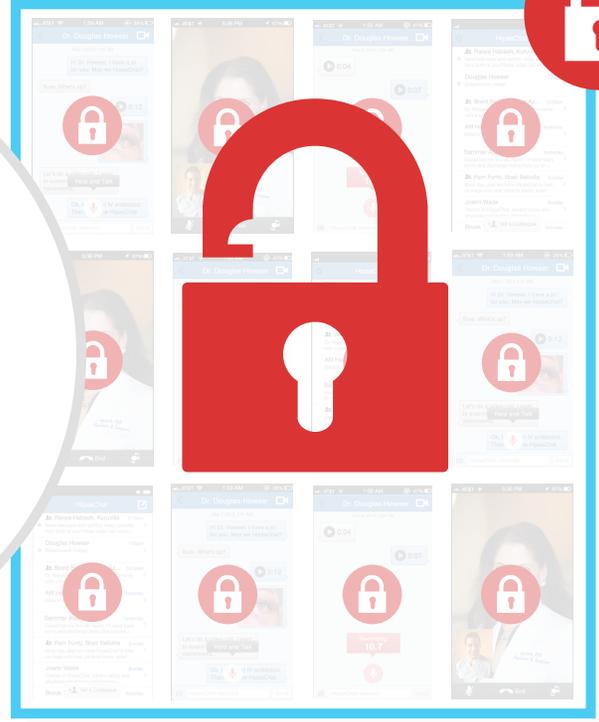
One key unlocks **all** the messages!

✓ In transmission ✓
✓ At rest ✓



✗ Each message ✓

HipaaBridge



Each message is encrypted separately making it nearly **impossible** for a hacker to compromise **multiple messages**

HIPAABRIDGE: IMPACT THE BOTTOM LINE



Real Savings

Example: Home Telehealth Program
Veterans Health Administration



Reduction in **number of bed days of care**



Reduction in the **number of hospital admissions**



Significant reduction in **costs and an increase in quality**

Study 17,025 patients



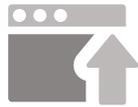
HIPAA BRIDGE: SCALABLE TELEMEDICINE ADOPTION



Traditional Telemedicine



Expensive and requires capital investment



Complicated network, hardware and software installation



Training required



Not available for **use in patient's home**

VS.

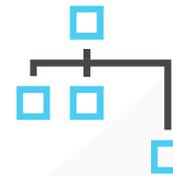
HipaaBridge Telemedicine



Anyone with a smartphone or tablet can have telemedicine



No complicated installation – it's just like downloading any other app



Fits in with your **existing workflows** and process



Works for **clinicians, employees and patients**

And What's After That?!

Education

Group Training

Areas Covered:

- How to download the application
- How you will setup your login as a provider
- How to send messages and conduct a video chat with your patients.
- How to use the desktop version
- Assisting your patients with download and installation.
- What to do if you lose your phone!

