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?

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

13% Give up shopping for a month
9% Forgo their next vacation
5% Skip showers for a week
3% 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

Encourages an Open Extended Network

Easy Access for Medical Professionals and Patients
HIPAA BRIDGE 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
Hipaabridge Military Grade – Triple Encryption

One key unlocks all the messages!

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*

- **25%** Reduction in number of bed days of care
- **19%** 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

<table>
<thead>
<tr>
<th>Traditional Telemedicine</th>
<th>HipaaBridge Telemedicine</th>
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<tbody>
<tr>
<td>Expensive and requires capital investment</td>
<td>Anyone with a smartphone or tablet can have telemedicine</td>
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<tr>
<td>Complicated network, hardware and software installation</td>
<td>No complicated installation – it’s just like downloading any other app</td>
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<tr>
<td>Training required</td>
<td>Fits in with your existing workflows and process</td>
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<tr>
<td>Not available for use in patient’s home</td>
<td>Works for clinicians, employees and patients</td>
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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!