



HIPAA Summit East  
March 27, 2012



## Panelist

### HIPAA Compliant Text Messaging Accelerating Communication

- **Brad Brooks:** Co-Founder and President TigerText
- **Dr. Harshul Patel:** Hospitalist, Trover Health Systems
- **Dr. Belinda Setters:** Director Hospital Services, Director, Geriatric Medicine Fellowship, Assistant Professor of Geriatric Medicine, University of Louisville
- **Greg Young:** Information Security Officer, Mammoth Hospital



## Texting – How big is it really?

**31% of  
adults prefer to  
be contacted via  
text over voice**

(Pew, Sept.2011)

**Wireless devices  
in the U.S. now  
outnumber people**

(CNN, Oct.2011)

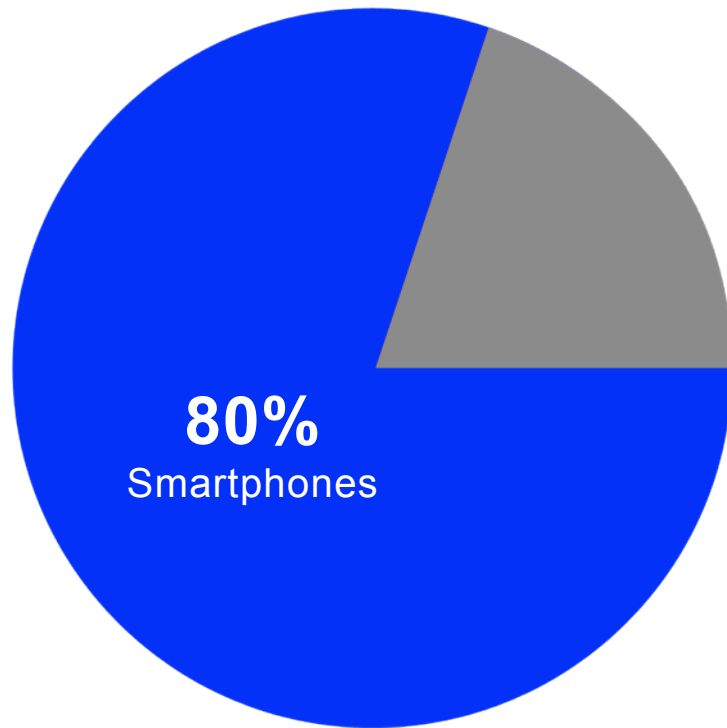
**Consumerization of  
I.T.: 95% of I.T. use  
self purchased  
technology for work**

(IDC, 2010)

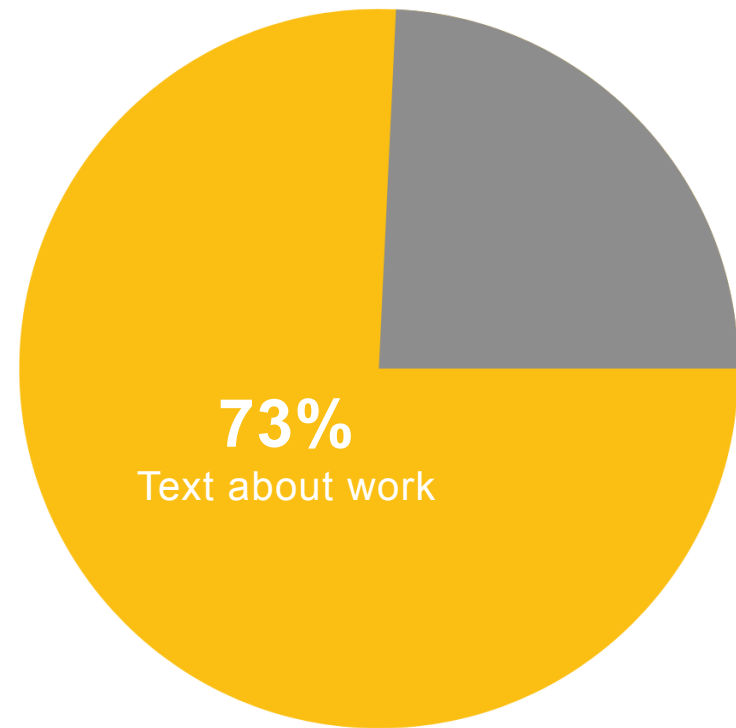
**Texting has infiltrated  
all aspects of our work  
and personal  
communication.**



## Text Messaging Phenomenon



**80% of physicians use  
Smartphones**



**73% of physicians **text**  
about work**

Source: Frost & Sullivan ©2011, TigerText Research ©2011



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# The Compliance Problem with SMS

## Why standard SMS is NOT secure

- 4 copies created for every text message sent
- Messages forwarded/copied without permission
- Each message lives forever in clear text
  - HIPAA Security Rule Requires Patient Notification if unsecured data loss
- Devices/Sensitive Information can be lost/stolen

**Among HIPAA breaches reported, 75% have been electronic and 25% paper-based\***

\*From the PWC's 2011 report, "Old Data Learns New Tricks: Managing Patient Privacy and Security on a New Data-Sharing Playground,"

## 4 places:1 message

