

## State-of-the-art spine and joint center deploys WebLOQ ePrivacy solution for efficient, secure health information and document exchange. Result: Streamlined business processes, increased productivity, improved privacy and HIPAA compliance using next-generation private email.



### At a glance

*WebLOQ uses the internet to support private communications networks within which all email and attachments are completely private, regulatory compliant, and free of phishers, malware and data-loss.*

### Critical issues in health care

- Lack of accountable communication
- Inability to meet HIPAA compliance
- Loss of productivity
- Inefficient proof-of-delivery
- Difficulty in sending large files including forms, X-rays, MRIs, etc.

Private, legally compliant document exchange is now available to every doctor, hospital, pharmacy, vendor, supplier, partner and patient at very affordable rates. Complexity, costly IT support and training, expensive security appliances, and usability headaches have been eliminated.

### Monterey Spine and Joint

Monterey Spine and Joint is a multi-disciplinary, regional center for the treatment of back and neck ailments. Offering X-ray, physical therapy and a variety of state-of-the-art treatment facilities under one roof, Monterey Spine and Joint provides comprehensive care for patients suffering from a wide range of physical problems pertaining to the back, neck, and joints. Treatment ranges from basic remedial care to complex spine and joint replacement surgery. Under the direction of Dr. Sohrab Gollogly, a fellowship-trained orthopedic spine surgeon, Dr. Dragan Dimitrov, a board certified neurosurgeon specializing in spine surgery, Dr. Christopher Meckel, a board certified, fellowship trained joint replacement surgeon and Dr. Gary Chang, a board certified anesthesiologist with specialized training in the care of back and neck pain, Monterey Spine and Joint clinic performs some of the most advanced spine and joint replacement procedures in practice today.

### The Challenge

As their practice grows, the Monterey Spine and Joint clinic is required to interface with an expanding network of healthcare providers, partners, administrators and claims processors. As a result, managing fax-based communications, paper-based office processes, rising administrative overhead and incompatible and non-automated systems has become a significant challenge. Add to this the requirement for patient privacy, data security and demanding HIPAA compliance, and the need to find solutions that save time, money and resources has become a high-level priority.

After careful study, Monterey Spine and Joint clinic made the decision to partner with WebLOQ in the implementation of a far more streamlined, secure and private process for exchanging critical healthcare information, completing eBusiness transactions and reducing administrative overhead. This revolutionary new method for private, secure and compliant information exchange is called WebLOQ ePrivacy.

**“At Monterey Spine and Joint, we required a solution that would streamline the communication and document exchange process; this solution had to be easy to use, secure and HIPAA-compliant”.**

**Evie Diaz**

*Medical Assistant at*

*Monterey Spine and Joint Clinic*



#### **eCommunication in healthcare**

Despite its challenges, the fax machine remains the most pervasive communications device in healthcare. Now, as the industry moves to adopt email as the primary means for healthcare communication, the requirement to comply with privacy, HIPAA and eDiscovery requirements will be an absolute necessity. An ideal solution needs to be private, secure, compliant and usable. For Webloq, the solution is a matter of privacy rather than traditional security.

#### **The WebLOQ ePrivacy technology**

**WebLOQ** facilitates the creation of private communications networks—or communities—using the existing infrastructure of the Internet. The WebLOQ solution is offered to small and medium businesses as a hosted service, or to larger organizations as an on-premise enterprise solution. Only WebLOQ's ePrivacy solution can provide a robust and comprehensive set of advanced technologies that eliminate all medical communication privacy barriers.

**WebLOQ** subscribers can create an unlimited number of private communities— for one-to-one, one-to-many or many-to-many communications—where the exchange of private information is completely secure

#### **Current Considerations:**

- **Integration with legacy applications** — as a result of integration difficulties between the eFax and the existing electronic medical record (EMR) applications, documents had to be manually printed and faxed. This process is fraught with inefficiency, high rate of transmission errors and the lack of delivery confirmation.
- **Confirmation and proof-of-delivery** — Every day, Monterey Spine and Joint generates a multitude of 3rd party transactions and other communications that require standard or electronic faxes. When medical records, orders, referrals, progress notes or prescriptions are sent via eFax or standard fax, attaining delivery confirmation is difficult if not impossible. The result is continuous re-faxing, lost or delayed orders and countless phone calls. 2-3 hours per day spent faxing, re-faxing and making confirmation calls to pharmacies and partners is not uncommon.
- **HIPAA compliance and patient privacy** — The primary use of fax machines to exchange sensitive personal health information (PHI), combined with the lack of electronic portability, makes the unintended disclosure and/or distribution of this personal information a serious and constant concern.
- **Patient communications** — Monterey Spine and Joint sees 25 new patients every week and receives more than 50 patient telephone calls, requesting some form of PHI documentation. As a result, phone-based communications and postal delivery of PHI records to patients represents a growing burden to Monterey Spine and Joint staff.

#### **Program Deployment**

Although Monterey Spine and Joint exchanges sensitive personal health information records with many local healthcare partners (including surgery centers, pharmacies, physical therapists, payors, skilled nursing facilities, etc.), the initial WebLOQ deployment focused on the information and communication exchange between Monterey Spine and Joint and the Monterey Peninsula Surgery Center (MPSC). This communication typically includes patient procedure orders, PHI documents, scheduling and logistical details.

Evie Diaz, one of Monterey Spine and Joint's Medical Assistants, is responsible for day-to-day operations, scheduling, administration and general information exchange with clinic partners and patients. "At Monterey Spine and Joint, we required a solution that would streamline the communication and document exchange process; the solution had to be easy to use, secure and HIPAA compliant" Diaz says.

With a simple download from the WebLOQ web site, Monterey Spine and Joint and MPSC were able to create a private, bulletproof communications partnership that was up and running in minutes using WebLOQ's hosted ePrivacy service. "The WebLOQ software was very, very easy to install, and really simple to use. It works invisibly from my Microsoft

and compliant. Healthcare practitioners may safely exchange any message, attachment (even very large image files), lab orders, prescriptions, etc. with pharmacies, hospitals, insurance organizations and other doctors with the full confidence that patient privacy is impossible to compromise. Plus, the solution works invisibly using most common email applications over the same email services currently in use. For the sender and recipient, very little changes other than the greatly enhanced degree of privacy and security.

**WebLOQ** comes to the end-user through a single click download; it's very easy to install and use. No special equipment or technical expertise is required. WebLOQ operates invisibly with any modern email client such as Microsoft Outlook, Thunderbird or Mac Mail. WebLOQ's private email extends to smartphones and USB devices, allowing the complete privacy of patient records and other sensitive communications in highly mobile environments.

**WebLOQ** operates on a powerful and scalable central database, making complete communications forensics and HIPAA compliant reporting available on-demand.

## **WebLOQ, Inc.**

2801 Monterey Highway, Suite H  
Monterey, CA 93940 USA +1  
831.372.2600

Outlook so it requires absolutely no

learning curve -the good news is that it's totally secure and private... and, because it's accountable, we're fully HIPAA compliant", said Diaz.

### **WebLOQ's Unique Solution**

Monterey Spine and Joint and MPSC began to leverage the WebLOQ solution to instantly streamline and automate manual, faxed-based communications and document exchange. Orders, confirmations and referrals could now be exchanged via private email, rather than fax. Automated confirmation and proof-of-delivery meant orders could be securely delivered and confirmed the first time, without subsequent queries, re-transmissions and endless phone calls. This is the ePrivacy solution.

- **WebLOQ hosted ePrivacy service**—using WebLOQ's hosted software-as-a-service (SaaS) meant that Monterey Spine and Joint and MPSC could be up and running in minutes using the same applications they already had on their desktop—all with one simple download.
- **Totally Private Email & Document Exchange**—WebLOQ's private email renders email addresses invisible on the open internet (e.g. ediaz@msj.private), allowing both clinics to exchange communications and PHI using their existing Outlook programs. All emails are secure, HIPAA compliant, and protected from malware, phishing and data loss.
- **Transparent, end-to-end encryption**—All of Monterey Spine and Joint and MPSC's Private email and communications—including the message, message header and all attachments—are automatically double-encrypted. All key management and encryption are completely invisible to the user, with no need for passwords, shared secrets or click-through screens.

### **Summary**

Today, healthcare organizations can implement one of many traditional approaches to IT security. These solutions—with their inherent complexity, high TCO and IT overhead—are not designed to support improved business efficiencies. And, because they all communicate over public email, they cannot provide the internet privacy that's needed for effective security, compliance and data-loss prevention. Until the development of Webloq's proprietary ePrivacy solution, safe, compliant and easy-to-use document and communication exchange between clinics, laboratories, pharmacies and individual providers has been largely impossible. Only WebLOQ provides a secure, easy-to-use way to streamline routine business processes and facilitate document exchange in a way that is accountable, free of data-loss, simple to deploy, impossible to hack and 100% private.