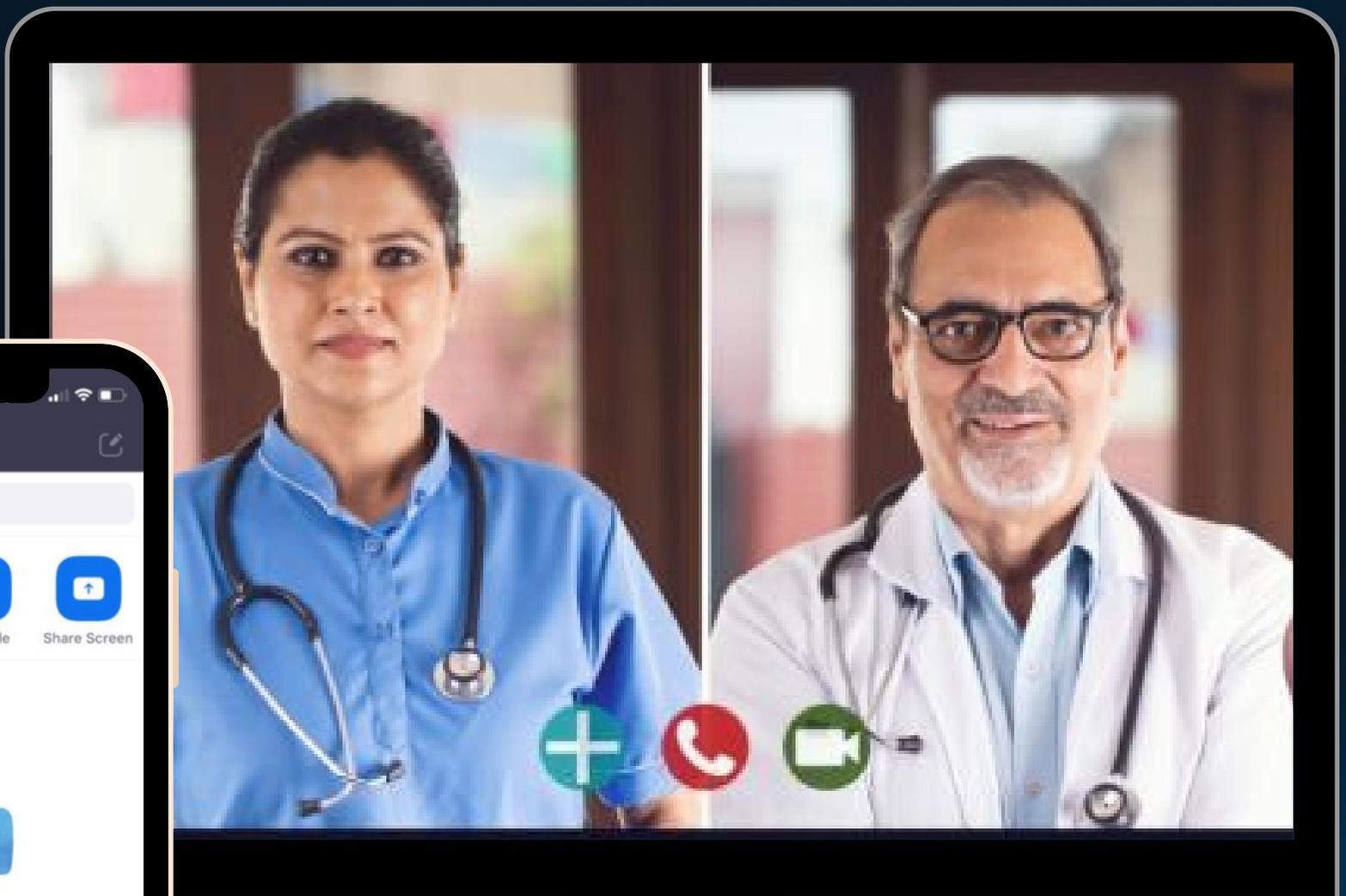
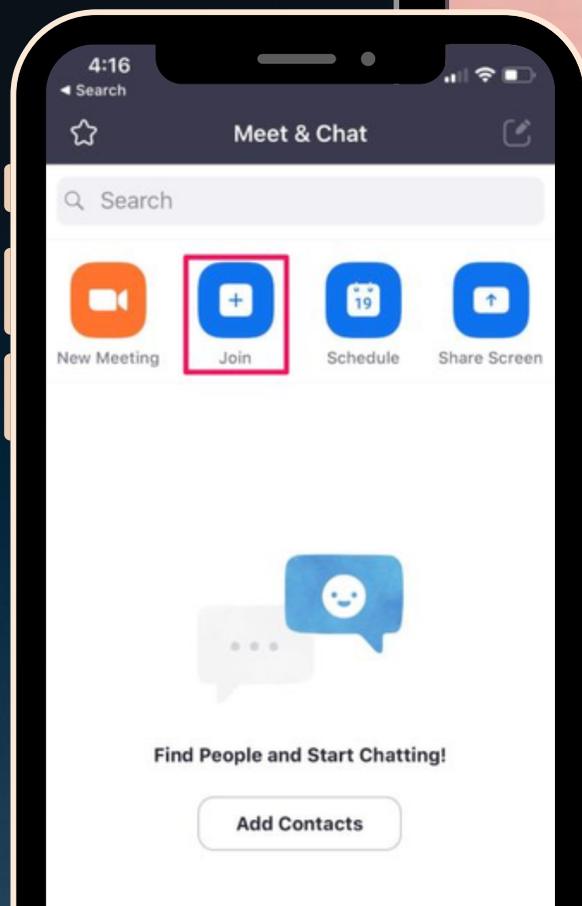


Your next doctor visit might just be on zoom[®]



Zoom Office-at-home to **Hospital-at-home**

- Fueled by the pandemic, Zoom has now become a household name and stands as the most popular connective solution in approximately **44 countries**.
- It is used in over **550,000 organisations** and **94%** of IT dept recommending it as a conferencing platform
- However, most people are unaware of the fact that zoom is also a formidable player in another emerging, yet significant market segment, which is **telehealth**
- Zoom's position as a telehealth platform has been further solidified by its recent move of becoming **HIPAA compliant**, which essentially means that it is now appropriately designed to handle the medical & personal data related to the patient (Protected Health Information)

HIPAA: The superhero law protecting your health information

Who needs to be HIPAA Compliant



Healthcare Providers

Hospitals, clinics, doctors, dieticians etc.



Healthcare Insurance Plans

From various insurance providers



Healthcare Clearinghouses

Middlemen between the providers & insurance payers



Business Associates

Contractors like cloud providers that might encounter PHI

Why you cannot be ignorant of HIPAA compliance

91% of healthcare organizations  have reported a data breach in the last two years



\$9.42 Mn Avg cost of a healthcare breach as of 2021

45 Mn Individuals



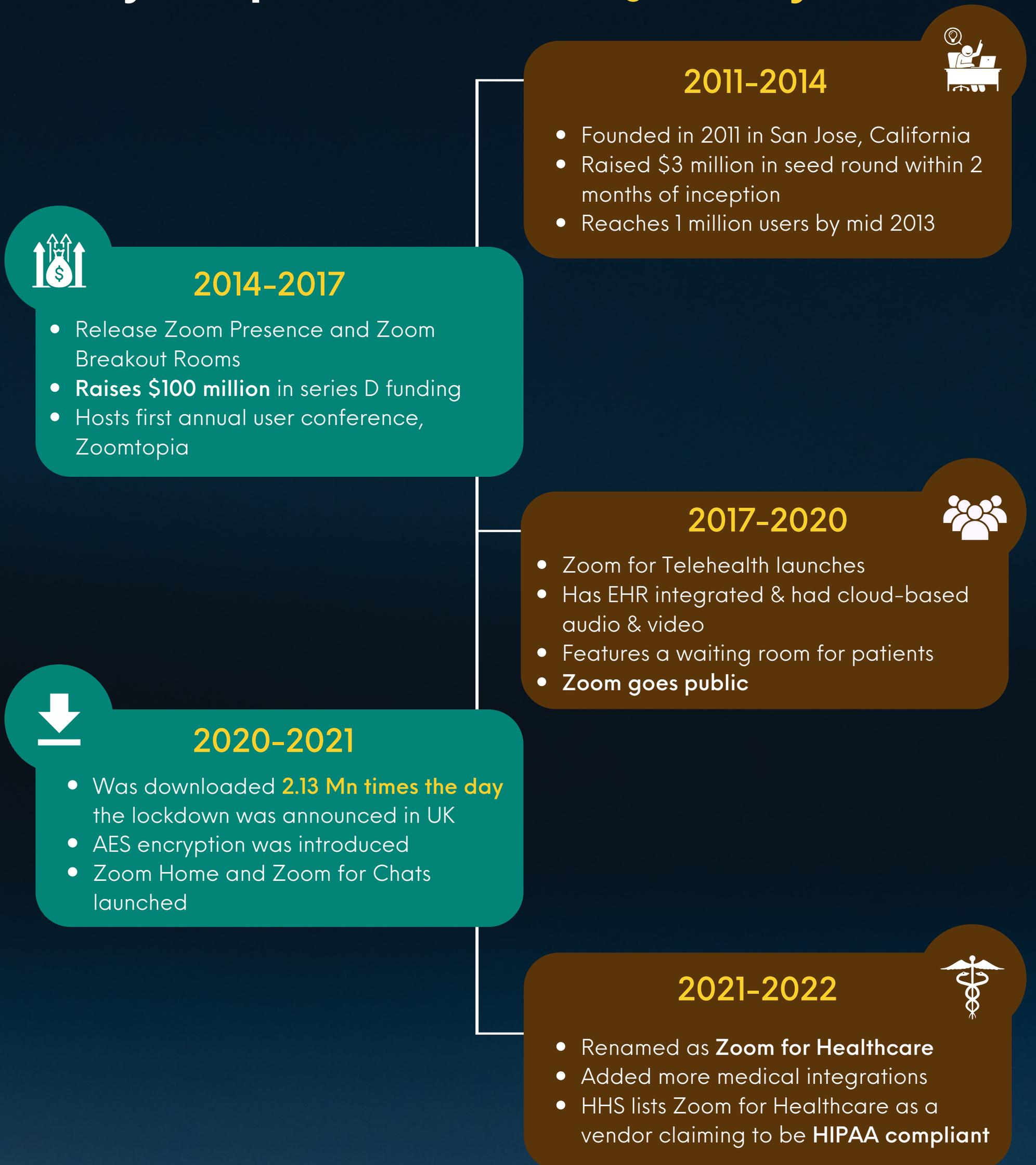
affected by healthcare data breaches in 2021

\$16 Mn HIPAA Penalty



for violation (other settlements costed \$163.2 Mn)

Key chapters in Zoom's journey



Why did Zoom strive for **HIPAA compliance**?

According to a survey, **52% of frontline providers** have experienced instances where **patients have declined a video visit** because of privacy or data concerns, or lack of trust in the technology

This is one **major concern** Zoom tried to tackle by **becoming HIPAA compliant**, & since Zoom's adoption is expanding across both administrative & clinical applications, compliance has become more critical than ever

How does Zoom enable HIPAA compliance?



Will protect and encrypt all audio, video, and screen sharing data



Does not access any PHI



Will report any security breaches regarding PHI



Keep patient information secure

What Zoom had to shed to get HIPAA compliant



Participants cannot record the meeting

Participants cannot save the chat



Peer-to-peer connection while in the two-person meetings are turned off

Recordings cannot be saved to the cloud



Company contacts are not available

Meetings cannot be scheduled using a personal meeting



Personal meeting IDs have been disabled for standard Zoom users

A pop-up window is shown if the meeting is recorded locally by the host



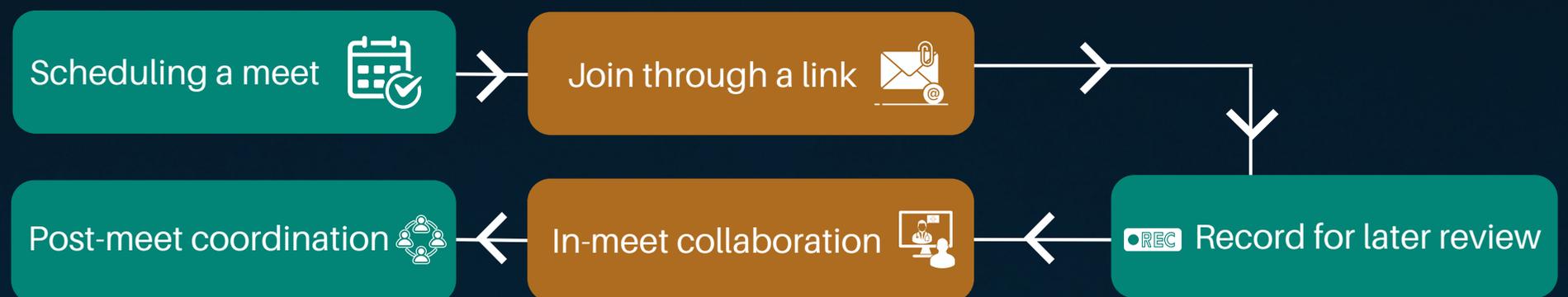
Desktop client chat window is disabled

Save captions is turned off



What does **HIPAA compliant Zoom** look like now

This is how a **typical video-enabled patient care** through zoom looks like



What **new capabilities did Zoom add** to meet the dynamic needs of healthcare industry?

- 

AES-256 Encryption
The most secure encryptin standard
- 

Patient waiting room
Providers can now maintain patient privacy
- 

Medical Device Integration
EHR & remote care enabling integrations
- 

Restricted Information Access
Zoom does not store personal health information

Zoom may be big, but **others are catching up**

PLATFORMS	PROS	CONS
	<ul style="list-style-type: none"> • Free-forever plan • Free BAA for all providers • Can handle multiple calls at once 	<ul style="list-style-type: none"> • No HD audio • No medical device integrations • Can't send patient surveys
	<ul style="list-style-type: none"> • Patient dashboard with custom branding • Intake forms and credit card payment processing 	<ul style="list-style-type: none"> • Expensive • No HD audio
	<ul style="list-style-type: none"> • Affordable plans • Automated patient onboarding • Real-time chat translation 	<ul style="list-style-type: none"> • Video conferencing not included in free plan • No desktop app
	<ul style="list-style-type: none"> • Affordable • Automated meeting transcripts • Robust integrations 	<ul style="list-style-type: none"> • No free plan • No medical device integrations • Doesn't support patient surveys

India doesn't have HIPAA. So what's protecting your healthcare data?

Policies and Laws Guiding Healthcare Data Usage in India



Information Technology Act, 2000 & Information Technology Rules 2011

Provides a list of items that are to be treated as 'sensitive personal data' and rules surrounding such data.



Telemedicine Practice Guidelines by MCI & NITI Aayog, 2020

Legal protocols and procedures related to consultation of patients by doctors using electronic means.



Health Data Management Policy

Protect and manage personal data of patients using digital services



EHR Standards for India

Deals with maintaining a uniform standard for creation and maintenance of Electronic Health Records by healthcare providers.



Personal Data Protection Bill 2021

Applies to the processing of personal data that has been collected, disclosed, or shared.

Companies that can make your transition to **HIPAA compliance easier**

HIPAA compliant cloud storage services

 box

 Dropbox



 OneDrive

 sync.com

HIPAA compliant cloud storage services

 Barracuda

 egress

 Hushmail

 IDENTILLECT
TECHNOLOGIES

 virtru

HIPAA compliant cloud storage services

 Accountable

 Compliance Group

 HIPAAOne
An Intraprise Health Solution

 HIPAAtrek

 netwrix