

Blue Marble Health strengthens HIPAA compliance with Telesign

CASE STUDY



“Choosing Telesign was a no-brainer, they were very informative and collaborative.”

Chris Asford
Customer Experience

Industry
Healthcare, digital health

Products
SMS and Voice Verify

About Blue Marble Health

Blue Marble Health is a cutting-edge remote therapeutic monitoring and analytics platform that focuses on developing specialized health, wellness, and rehabilitative programs for older adults. Blue Marble empowers individuals to take control of their health and fosters accessibility and affordability in healthcare for both patients and providers. Utilizing Blue Marble’s platform, clinicians can customize individual treatment programs that address the specific needs of each patient.

The challenge

In recent years, digital health has emerged as a promising field that combines technology and healthcare to revolutionize the delivery and management of medical services. From telemedicine and wearable devices to health apps and remote monitoring systems, digital health can improve patient outcomes, enhance efficiency, and empower individuals to take charge of their health. However, the widespread adoption and implementation of digital health solutions comes with several challenges that must be addressed by companies like Blue Marble. Some key challenges include privacy and security, and regulatory and legal compliance.

Telesign delivered



Secure onboarding



Multi-factor authentication



Secure account changes & password resets



HIPAA compliance

Establishing HIPAA compliance

The Health Insurance Portability and Accountability Act, also known as HIPAA, is a U.S. federal law that certain organizations, including all healthcare organizations, must comply with. The average healthcare organization houses 31,000 sensitive files that include HIPAA-protected information, financial data, and proprietary research.¹ Digital health platforms like Blue Marble are tasked with implementing effective privacy and security protocols. These measures are designed to protect patients' Protected Health Information (PHI) and ensure adherence to HIPAA compliance standards.

Failure to adhere with HIPAA could lead to legal and financial repercussions and disruptions to operations, among other things.

To avoid these consequences and maintain HIPAA compliance, Blue Marble sought a solution that would provide verification capabilities to administrators and clinicians accessing their platform.

The solution

For Blue Marble, choosing Telesign was a no-brainer. By integrating Telesign's HIPAA compliant SMS and Voice Verify APIs, Blue Marble was able to equip administrators with an additional layer of protection to help them achieve and maintain HIPAA compliance. By requesting a phone number at registration, a one-time passcode (OTP) is sent over SMS or Voice to verify the phone-number of the user accessing Blue Marble's platform. Through SMS and Voice Verify, administrators can easily establish multi-factor authentication (MFA) for clinicians, whether they are registering for the first time on Blue Marble's platform or returning with existing login credentials.

Results

Through the use of Telesign's HIPAA compliant solutions. Including implementation of MFA, Blue Marble not only strengthened its security measures but also enhanced the protection of sensitive data, helping ensure adherence to HIPAA regulations. The integration of SMS and Voice Verify enabled Blue Marble to successfully establish secure onboarding, account changes, and password reset options for administrators and clinicians utilizing their platform.

"Telesign was the best choice for us. Their products were easy to integrate, and they answered all of our questions in a reasonable amount of time."

Chris Asford
Client Experience



1. https://info.varonis.com/hubfs/Files/docs/research_reports/2021-Healthcare-Data-Risk-Report.pdf?hsLang=en