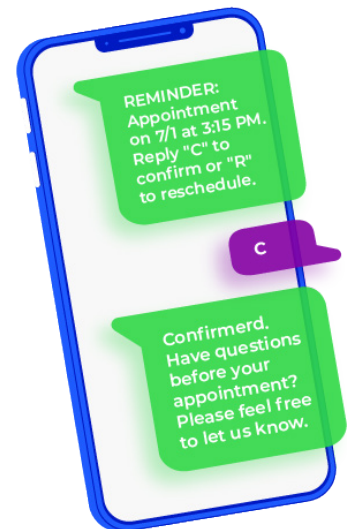## SOLUTION BRIEF

HIPAA Compliant Communication

As the digital transformation of healthcare continues to accelerate, the prioritization of a personalized, yet secure patient experience is critical. Today, patients want to digitally engage with their healthcare provider. According to the American Hospital Association, 3 out of 4 hospitals connect with patients through digital technology but from a patient point of view, the communication is inefficient[1]. Most healthcare providers rely on a combination of online portals, phone calls, and even postage, but patients' needs are much simpler. The overwhelming majority want to communicate with their healthcare provider just like they do with everyone else – through SMS and messaging apps[2].

Streamline the digital healthcare experience

Secure messaging is mutually beneficial for healthcare providers and their patients. Research shows it improves healthcare interactions, leads to higher patient satisfaction, and saves billions. Missed appointments cost the U.S. healthcare system $150B annually. No-shows and cancellations cost the average provider more than $150k a year and wastes 30 minutes per day. 83% of patients like to receive reminders for prescriptions, appointments confirmations, and follow-ups via text[3]. It's no surprise that SMS reminders result in fewer no-shows, higher revenues, and better patient compliance. Telesign's HIPAA compliant engagement solutions make it easy for healthcare providers to establish a secure,

REMINDER: Appointment on 7/1 at 3:15 PM. Reply "C" to confirm or "R" to reschedule.

C

Confirmerd. Have questions before your appointment? Please feel free to let us know.

Deliver healthcare experiences patients trust

Manage appointments with ease

Identify every user with just a phone number to unlock proactive fraud prevention signals that deliver a safer online experience.

Communicate confidently and confidentially

Telesign is HIPAA compliant to help keep your communications safe, secure, and compliant. Verify patient identity and validate mobile number deactivation status before transmitting

Safeguard electronic medical records

Maintain the security and integrity of your patients' EMRs. Deploy a multi-layer defense to dynamically assess the risk, verify identity, and authenticate every interaction.