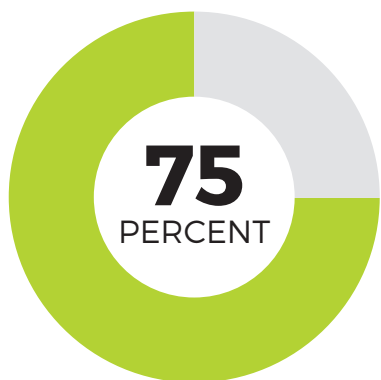


DIRECT SECURE MESSAGING IS REPLACING FAXING

ANSWER THE CALL TO “SEND VIA DIRECT”

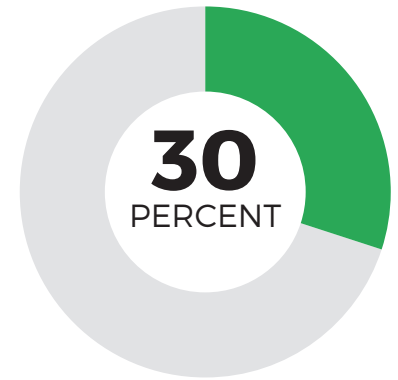
Why is healthcare the last remaining industry holding on to fax as the primary way to communicate critical information between providers about their patients? While surgeons are supported by robots in the OR and AI is finding care gaps, the sharing and administrative functions of coordinating healthcare lags decades behind.



of patient information is still exchanged via fax

\$125B

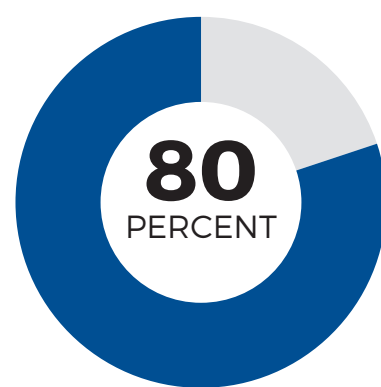
annual fax costs attributed to U.S. healthcare



of tests are reordered due to lost faxes



fax pages continue to be exchanged each year



of all serious medical mistakes result from poor communication, including fax



\$2.5M
the largest HIPAA fine issued in 2017 for faxing to the wrong number

While both modalities push information from one location to another, secure push-based messaging in healthcare is facilitated by DirectTrust™ and is realizing nationwide interoperability with the use of **Direct Secure Messaging**, encrypted “email-like” messages with attachments. With more than 1.6 billion messages sent and received since 2014, Direct Secure Messaging is a viable and established **alternative for fax**.

FAXING



Retro Exchange

Faxing is no longer hip; CMS calls for the end of fax by 2020

DIRECT



Modern Exchange

Direct Secure Messaging is HIPAA-compliant: HHS and ONC supported and promoted



Unsecure

Fax machine hacks and paper standing on a tray are not secure



Secure

Utilizes the DirectTrust framework which requires identity verification



Unreliable

Busy signals, lost, never received, and resends take unnecessary time out of the day



Reliable

Accredited health standard specifically for the exchange of PHI/EHI with full audit trail



No Data

Flat image with no usable or structured data that can flow into the EHR



Structured Data

Receive the same document as the fax with data that is easily ingested into the EHR



Inefficient

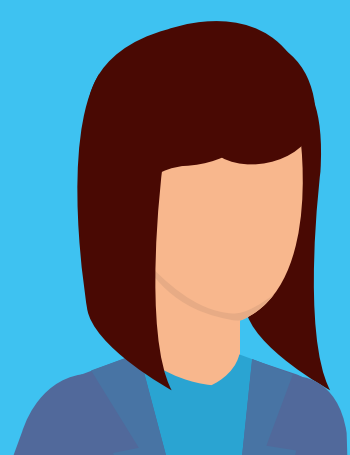
Too many labor hours spent printing, scanning and attaching documents to the patient chart



Efficient

Save up to 70% in labor by electronically reconciling/filing PHI/EHI directly into the patient chart

THE CHANGE IS SIMPLE ... IT STARTS WITH HOW YOU ASK THE QUESTION



What's your fax number?

What's your Direct address?



RESOURCES
HHS.gov Press Release: \$2.5 Million Settlement Shows that not understanding HIPAA requirements creates risk
ReferralMD Article: 30 Healthcare Statistics That Keep Hospital Executives Up at Night
Vox Article: The Fax of Life - Why American medicine still runs on fax machines
ReferralMD Article: Our Healthcare Referral System is Broken - Dollars Wasted, Lives Lost
HealthIT Security Article: Hospital Faxes Records to Wrong Person in Apparent HIPAA Violation
EHR Intelligence Article: DirectTrust Surpasses 1 Billion Health Data Exchange Transactions
Health IT News Article: CMS Administrator Seema Verma calls for an end of physical fax machines by 2020
CNBC Cybersecurity Article: Hackers Could Use Fax Machines to Take Over Entire Networks, Researchers Warn

For more information on Direct Secure Messaging, visit www.directtrust.org
Content created in collaboration with the DirectTrust Marketing & Membership Workgroup, including DataMotion, Kno2, Secure Exchange Solutions and Surescripts
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