



appriver[®]
Email & Web Security Experts™

 **cipherpost pro**[®]
EMAIL ENCRYPTION

for the Dental Industry



If you're practicing dentistry, you'll also need to be an expert on **email encryption and patient privacy.**

Dental practices are among the fastest growing adopters of cloud email encryption because of the need to comply with the HIPAA Omnibus Final Rule. However, where email encryption has even greater impact for dental practices is when it becomes a core communication tool that encompasses secure email, data loss prevention, large file transfer, mobile messaging, web forms and e-statements. The result is a differentiated dental practice that delivers a superior patient experience, more productive employees, lower business expenses and less security risk.

CipherPost Pro is the Solution

CipherPost Pro® is much more than traditional encryption – it's an information management tool that enables your practice to easily protect and control access to an email message and attachments, even after content has left the outbox. In this age of instant worldwide communications, CipherPost Pro is a critical tool for any business that needs to protect customer information due to industry-levied regulations, but also to bolster trust from customers.

CipherPost Pro seamlessly integrates into any third-party email infrastructure and/or archiving system. Your dental practice and customers will appreciate the ease-of-use and the intuitive interface, which will help to ease adoption of the encryption service. If you're requirement is to meet the requirements set forth in the HIPAA Omnibus Final Rule, CipherPost Pro is the solution.

Impact of the HIPAA Omnibus Final Rule on Dental Practices

By now, you should be aware that HIPAA requires dental practices to not only be fully responsible for protected health information (PHI), but also to implement safeguards to ensure the security of PHI. However, many dental practices have not yet become fully aware that the HIPAA Omnibus Final Rule update also impacts their practice.

Email encryption has essentially become a requirement that you will have to meet. Read on to discover three Omnibus Rule changes and the impact of those changes on your dental practice.

Change 1 – *Patients can now ask for a copy of records in electronic form.*

If your patients haven't already begun to ask for their records in electronic form, they will and you need to be able to provide those records securely in a fashion that doesn't jeopardize PHI. CipherPost Pro can instantly meet this requirement by providing encrypted records directly to a patient's customary inbox, which is the preference of most patients.

Change 2 – *Breaches of limited data sets, even if no birthdates or zip codes were included, must now be treated the same as all other PHI breaches.*

Expanding the types of incidents that must be reported as a breach increases the risk that dental practices face in terms of potential compliance penalties, legal fees, business disruption and negative press coverage. The onus is on dental practices to invest more in security to minimize the risk of any breaches from occurring, even those of limited data sets. Financial penalties have also been increased to as much as \$1.5 million per violation.

Change 3 – *If a dental practice can demonstrate a low probability that PHI has been compromised, breach notification may not be necessary.*

Apply the following four-factor risk assessment to determine if low probability is accurate:

1. The nature and extent of the PHI involved, including the types of identifiers and the likelihood of re-identification.
2. The unauthorized person who used the PHI or to whom the disclosure was made.
3. Whether the PHI was actually acquired or viewed.
4. The extent to which the risk to the PHI has been mitigated.

This change provides a strong incentive for dental practices to use email encryption, which can help to establish the low probability of breach. Value-added features with CipherPost Pro, such as real-time tracking, message recall, Forward/Reply Freeze and For Your Eyes Only (F.Y.E.O) password protection, can help your dental practice avoid being compromised and having to report breaches. To maintain the trust of your patients, proactive investment in email encryption is a must and CipherPost Pro can make it easy for your practice.

Value Added for Your Dental Practice

Improved Patient Experiences

Given how vital reputation and word-of-mouth marketing is to dental practices, CipherPost Pro can help your practice to stand out by making communication easier and by making processes more efficient for patients.

Improved Employee Productivity

CipherPost Pro can also help dental practices reduce their dependence on inefficient paper-based processes.

Reduced Business Expenses

CipherPost Pro actually can deliver ROI because your practice will be able to reduce other business expenses, such as postal fees, fax hardware, paper storage and SMS or voice service appointment reminders. Plus there is no cost or limit to inviting external guest users, which allows CipherPost Pro to become your central communication tool.

Key Features

- **Simplified Secure Communications Exchange** allows messages to be securely sent, received and tracked on any device.
- **Data Loss Prevention** works with any existing data leak engine and offers message content scanning and restriction based on your policies and regulations.
- **Large File Transfer** lets both sender and receiver quickly and securely share attachments of up to 5GB through email without overloading inboxes.
- **Regulatory Compliance, Electronic Tracking and Discovery** supports privacy and security regulations and offers a message Delivery Slip, as well as tracking and discovery logs that show every step of your message from composition and beyond.
- **Customized and Brandable Secure Environment** gives your business a tailored professional interface that's completely secure and easily utilized with existing email environments.



Learn more about **CipherPost Pro®** at
apprivoer.com/services/email-encryption/

About CipherPost Pro®

The makers of CipherPost Pro® believe that email security should complement your email, not complicate it. Our cloud-based solutions for secure file transfer and email encryption work seamlessly with any email to enable secure communication and collaboration anytime, anywhere.