

# “Mastering E-mail Management in a HIPAA-Happy Era”

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# Objectives

- To learn from those who – through trial and error – have found success
- To leave today's presentation with specific, actionable advice which can immediately be put into practice
- To absorb the underlying principles which have made a “win” possible, so they may be applied in your facility

# Agenda – Panelists



**Linda Reed**  
**VP & CIO**  
**Atlantic Health System**



**Daniel Morreale**  
**VP/CIO**  
**Kingsbrook Jewish Medical Center**

# Agenda – Continued



**Mounil Patel, Director, North  
American Sales Engineering &  
Professional Services, Mimecast**



**Q&A With Panelists – Moderated by  
Anthony Guerra, Editor-in-Chief,  
healthsystemCIO.com**

# Linda Reed, VP & CIO, Atlantic Health System

## About Atlantic Health

- 1.5 Billion in Revenues
- 12,000 employees
- 2,800 physicians
- 250 residents
- 1,300 licensed beds
- 6,800 births
- 72,000 admissions
- 600,000 outpatient visits
- 158,000 emergency visits
- Children's Hospital
- Heart Hospital
- Cancer Center
- Cardiovascular Institute
- Neurosciences Institute
- 3 Acute Care Hospitals



What matters is to be out in fro

Achieving a level of healthcare second to none.  
Finding new cures, new treatments.  
Putting the most innovative technologies  
into the hands of the very best doctors.  
Not just looking to the future. But creating it.  
That's our passion.  
That's our mission.  
We want to be the best.  
So you have the best.

ATLANTIC HEALTH



# Just When You Think....

You have it all covered....

- Self healing dark fiber network
  - With redundant Internet connections
- Secondary Data Center for Disaster Recovery
- Documented DR/BC plan
  - Ability to bring back top 40 “mission critical” apps in defined windows
- Email as a mission critical application???



# Do We Really Need More of That...

- Email is just there and not that important
- Not considered a strategic investment
- You only miss it when you don't have it!
  - Internal communication and coordination
  - Critical to external business continuity
- Communication is critical
  - Emergency communication tool (call, text, email)
  - Extensive use of texting (limited characters)
- Important tool for litigation data collection

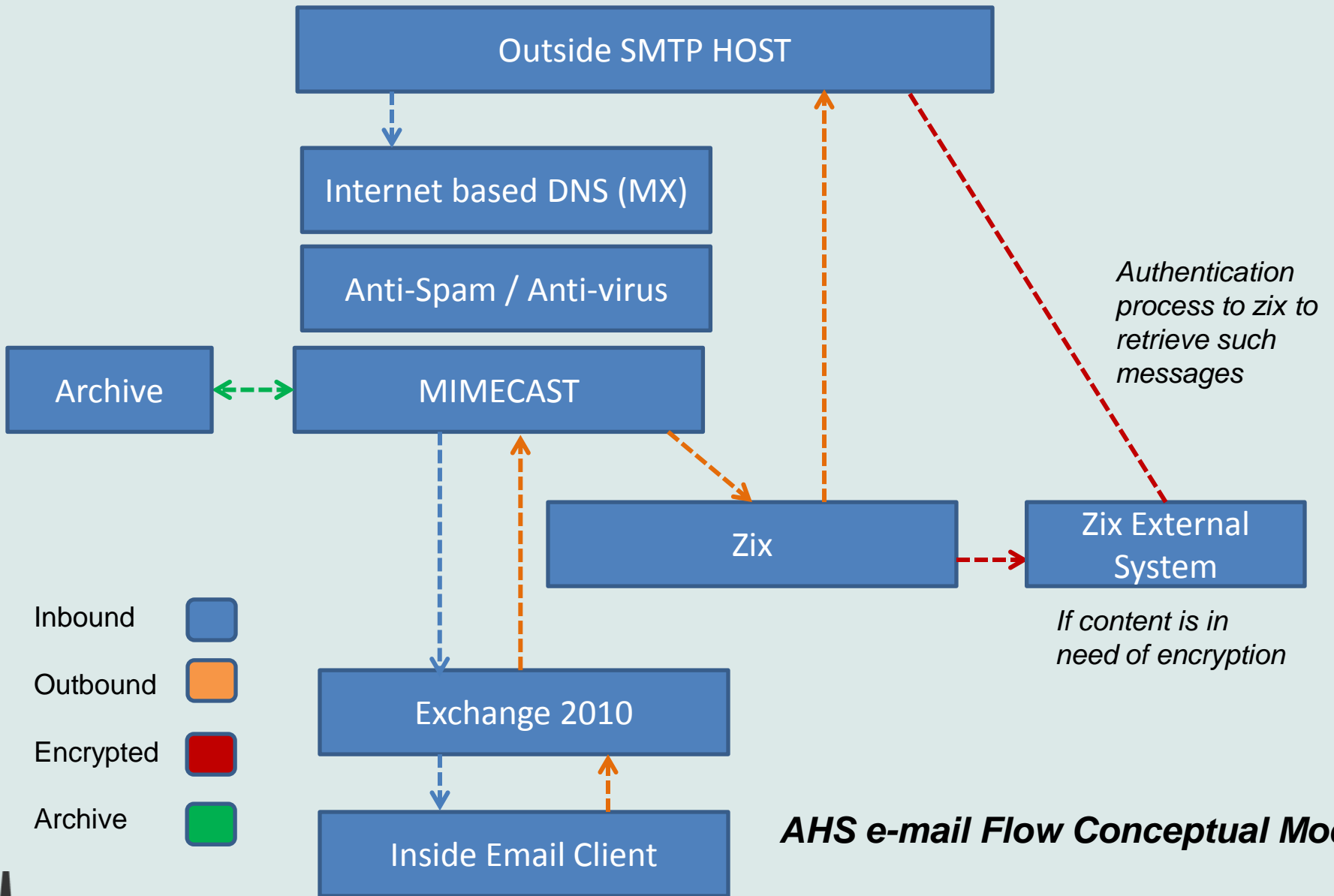
***So email is mission critical...how do we make email bullet proof?***

# There Has To Be A Better Way...

- Redundant Exchange system too expensive
- Limited email management resources
- Spam clogging up our servers
- Virus protection requirements
- Email is dependant on our network and server function
- Managing email is a huge task with limited strategic benefit

# We Win!

- More technology, less cost, less to maintain
- Increase resiliency, decrease patching and upgrades
- Decreased the cost and size of planned Exchange upgrade
- Email always available
- Enforce our email retention policy
- Keep the environment clean and decrease risk
- Enforce our archive policy
- Better litigation hold tool – ASP based
- Clean spam before it gets into our environment
- Stop supporting – put resources elsewhere
  - Anti virus
  - Spam Appliances
  - Litigation hold tools
  - Archiving system



**AHS e-mail Flow Conceptual Model**

# Daniel Morreale, VP/CIO, Kingsbrook Health System



“I love email. I get to ignore asynchronously so many of the people to whom I don’t want to talk.”

*- unnamed associate*

- Kingsbrook is a multihospital health system in Brooklyn, New York
- 900 beds of continuous healthcare providing acute care, rehabilitation, and long-term care
- 1,500 active e-mail users
- 2,600,000 messages per month
- 27% spam = 680,000

# It's All About Managing Risk

We have multiple products and appliances used to safeguard e-mail and one dedicated FTE to managing the day-to-day health of email.

## Products:

- Checkpoint - spam and antivirus
- Data-motion - email encryption
- Tri-Geo - audit amalgamation
- Symantec Mail - additional anti spam/virus

*Maximum e-mail and e-calendar retention = 1 year*

# Email Is Ubiquitous

- The penetration of email in all aspects of our professional and personal lives is both its power and its danger.
- It's so easy to use, we forget when not to use it.
- We often need to remind ourselves of basic Netiquette and be mindful of tone and manners.
- *And what about privacy???*

# HIPAA & HITECH

## Required Safeguards

- HIPAA and HITECH intersect e-mail at privacy and require safeguards to protect the privacy of PHI
- **Administrative** – Policies and procedures in place to safeguard PHI.
- **Physical**- environment and equipment is protected from unauthorized and natural hazards.
- **Technical** – Encryption and appropriate tracking tools to inhibit unauthorized release of e-PHI.



# Evolving Regulatory Landscape

Those safeguards must cover, at a minimum:

- **Access control** - who, how, and why
- **Audit control** - ability to scrutinize the metadata of e-mail
- **Integrity** - the data ID is valid and reliable
- **Authentication** - the who is who they say they are
- **Transmission** - it is not prone to revelation
- **Security** - the data is safeguarded from unintended disclosure

# Email Is Ubiquitous

HIPAA and HITECH require 3 categories of safeguards across 5 cohorts of activity

## Safeguards

### Administrative Physical Technical

	Administrative	Physical	Technical
Access control	4	2	3
Audit control	2	1	1
Integrity	3	2	2
Authentication	4	1	1
Transmission security	2	22	1

Cohorts

# Getting Cloudy

- Anywhere, anytime access to email, documents, calendars & contacts – updated over-the-air in real time whether you use your desktop, laptop or mobile device.
- Access multiple email accounts, calendars and contact lists in one place – including personal vs. business contacts and appointments.
- Driving efficiencies through consolidation, rapid deployment, resource refocusing, and lower costs.
- A platform for HIPAA governance, compliance, risk management, and mobile enablement.

# Value Proposition

- Day-to-day e-mail support ...“farmed out”
- Regulatory landscape ... cost-reduced
- Email FTE ... reallocated
- Majority of physical and technical safeguards ... dispersed
- Solid business continuity for e-mail ... disseminated

# Liberation

*So now we can concentrate on teaching  
Netiquette and e-manners.*

# Mounil Patel, Director, North American Sales Engineering & Professional Services, Mimecast

## The Challenge

- Email has become complicated
- Email isn't a nice to have any more
- Primary means of communication for most people
- Constantly increasing budget demands
- Increased regulatory demands

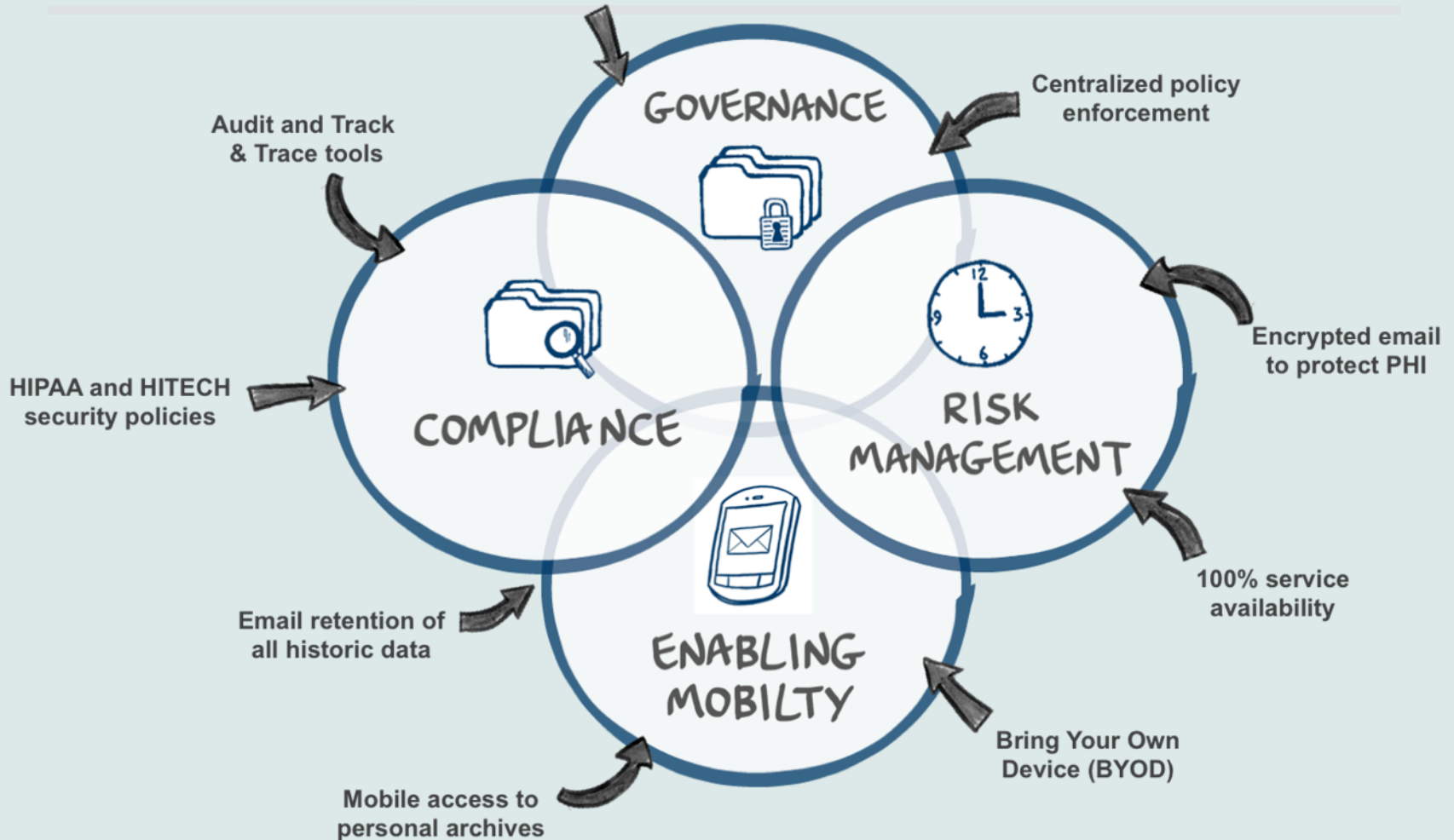


# How Does Mimecast Help?

- Reduce and have more predictable IT costs
- Provide users 100% guaranteed access to their emails at all times
- Assist with healthcare compliance and governance issues
- Provide secure, protected delivery and storage of email
- Maximize staff productivity
- Rapidly collect messages and apply legal holds for e-discovery
- Perform all management tasks from a single administrative console
- Cost effective cloud based technology delivers economies of scale without the overhead

# Mimecast Email Management for Healthcare

Mimecast as your  
Trusted Data Steward





# Q&A

*Click on the QA panel located in the lower right corner of your screen, type in your questions in the text field and hit send. Please keep the send to default as "All Panelists."*



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**Anthony Guerra**  
**Editor-in-Chief**  
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# Closing

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- As we close our event, you will be taken to Mimecast's Site, where you can learn more about the company's solutions to the issues discussed today.

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# Thank You!

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Questions/Comments – Anthony Guerra

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