



Protecting Patients' Personal Data

RWJ Hamilton and ZixCorp make privacy a priority

For more than 60 years, Robert Wood Johnson University Hospital Hamilton (RWJ Hamilton) has provided top-notch health care to communities within a five-county area of New Jersey.

A recipient of numerous awards for both the quality of its care and its management, RWJ Hamilton is the only hospital in New Jersey to win the highly prestigious Malcolm Baldrige National Quality Award. This honor, established by Congress in 1987 and personally awarded by the President of the United States, recognizes American organizations for their achievements in quality and performance. RWJ Hamilton is a member of the New Jersey Hospital Association (NJHA). The NJHA endorses ZixCorp as the preferred vendor of choice for email encryption for its members.

This commitment to quality includes the protection of its patients' personal health information (PHI) and financial data. To help ensure that no data is compromised while being transmitted electronically, RWJ Hamilton installed the ZixCorp email encryption service.

"Email encryption is important because the protection of our patients' data is a top priority for us," said Michael Maksymow, RWJ Hamilton's Director of Information Services & Telecommunications. "We're a community hospital and our community trusts us to do the right thing. Being diligent with their personal information is vital to that relationship."

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Encrypting all PHI

Virtually every RWJ Hamilton employee with an email account is using the ZixCorp solution, according to Maksymow. "We have it configured so that our users aren't even aware their email is being encrypted—the process is completely transparent. This prevents them from accidentally sending PHI, such as clinical or financial data, in clear text."



At a Glance:

- Robert Wood Johnson University Hospital Hamilton of New Jersey

Hospital Background:

- Services five counties in New Jersey with a population of more than 350,000
- Founded in 1940
- More than 1,850 hospital employees and 650 medical staff physicians
- Part of the RWJ Health System and Network

Issue:

- Needed email encryption to send protected health information (PHI) and other sensitive data pertaining to their patients.

Solution:

- ZixCorp's Email Encryption Service

Benefits:

- Easy to install and maintain
- HIPAA lexicon plus the ability to create own policies
- No additional software or training required
- Able to communicate securely with partners
- Transparent to end users

Maksymow gives a thumbs-up to ZixCorp's Health Insurance Portability and Accountability Act (HIPAA) lexicon which ensures that all PHI is automatically encrypted. "Without a doubt it lets me sleep at night," he said, adding that RWJ Hamilton has also incorporated some of its own encryption policies for more personalized protection.

"As a health care organization, we pass quite a bit of patient data around among physicians, insurance and billing companies, and other partners so that we have a continuum of care and ensure the highest quality treatment," said Maksymow. "To have no controls would be a major HIPAA violation. The ZixCorp solution ensures we can email PHI with the confidence that it's protected."

ZixCorp's email encryption service lets organizations like RWJ Hamilton instantly plug into the largest email encryption directory in the world. ZixDirectory boasts more than 15 million protected email addresses and is growing at more than 100,000 new members each week. Once connected, users send and receive secure emails transparently, without having to manage encryption keys. ZixCorp provides automated key management for its customers in a wide variety of industries including health care, financial services and government.

"Our success and expertise in the health care sector make us the top choice for a simple and affordable encryption solution for any hospital," said Jim Lesniak, Vice President, Sales & Marketing – Email Encryption. "Health care organizations can easily safeguard personal health information by using ZixCorp's email encryption service."

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Michael Maksymow, Director of Information Services & Telecommunications, RWJ Hamilton

A tradition of building trust

Maksymow has nothing but praise for ZixCorp's solution and says his experience with the company has been exceptional. "It has been a pleasure working with ZixCorp from the start," he said. "Their implementation team was flawless and their product updates and customer service support have been great—they've been very cordial, helpful and thorough. They're always there for us and I see them as a partner."

RWJ Hamilton prides itself on building partnerships and strengthening its relationship with its patients—honoring a long-time commitment to promote, preserve and restore the health of its community. "There's nothing more intimate and personal than a person's health. It's of the utmost importance and our patients entrust us with their care," said Maksymow. "Making sure their personal information is protected is part of our job and we take it very seriously. That's why we use ZixCorp."

ABOUT ZIXCORP

ZixCorp provides easy-to-use-and-deploy email encryption and e-prescribing services that protect, manage and deliver sensitive information to the healthcare, finance, insurance and government industries. ZixCorp's hosted email encryption service enables policy-driven email security, content filtering and send-to-anyone capability. Its PocketScript e-prescribing service provides point-of-care access and transmission of patient and payor data that improves patient care, reduces costs and improves efficiency.

For more information about ZixCorp call toll free **866-257-4949**, email **sales@zixcorp.com** or visit **www.zixcorp.com**.