



Case Study: Communication in Real Time Secure Communication





GOALS FOR THE NEXT 15 MINUTES

1. CIRCLE OF TRUST
2. MOBILITY DRIVERS IN HEALTHCARE - PHI
3. SECURE COMMUNICATION – BBM PROTECTED
4. COMING UP



You!



<https://www.youtube.com/watch?v=QHJGoZpFeM8>

Joint Commission, Improving America's Hospitals, Annual Report on Safety and Quality, 2007, Joint Commission, Sentinel Event Data, Root Causes by Event Type, 2012)

MOBILITY DRIVERS IN HEALTHCARE

70%

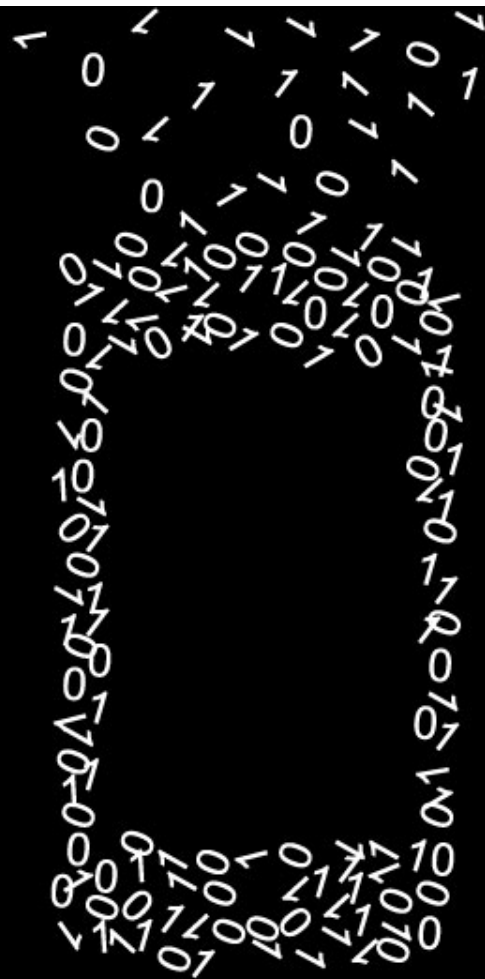
of treatment delays and sentinel events are attributable to a communication breakdown

67%

of clinicians are using personal smartphones to support clinical communications and workflow

\$500

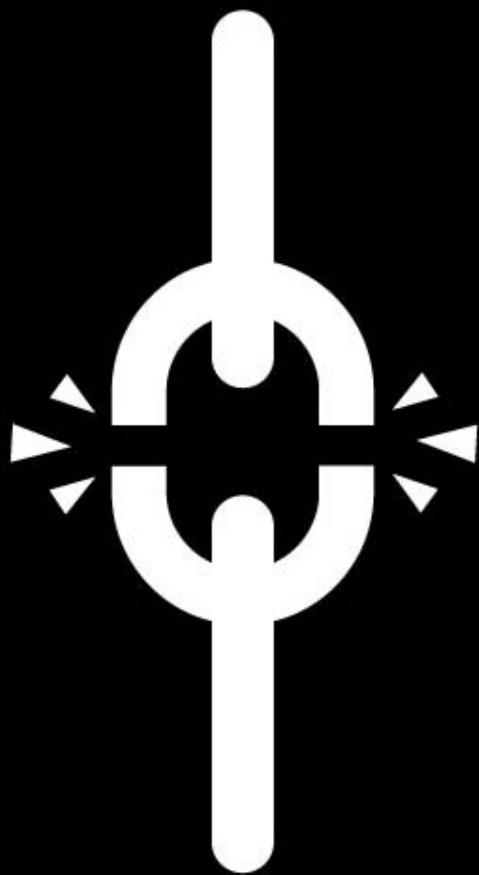
is the value per healthcare record in the black market, far surpassing that of credit card information.



52% of surveyed healthcare organizations
say the number of

DATA BREACHES

caused by mobile devices has increased in the
past 12 months



63%

of surveyed healthcare organizations believe
mobile devices are the

**WEAKEST LINK IN THEIR
ENTERPRISE SECURITY
FRAMEWORK**

FASTER

BETTER

STRONGER

...MORE SECURE

ONCE

UPON A TIME

BEFORE – Scenario – Potentially 38 MINUTES



AFTER - 48 SECONDS



FASTER

BETTER

STRONGER

...MORE SECURE

Secure Communication – BBM Protected

- **BBM Protected** offers an enhanced security model for **BBM** messages
- Sent between Android™, iPhone, and BlackBerry® smartphones
- **Protects PHI Data** in-transit by adding an additional layer of encryption to **BBM**.



Improvement Opportunity

- ▶ Currently, there is no mobile messaging tool that aligns with hospital policies, minimizes legal risks and protects patient information.
- ▶ BBM Protected will support the pursuit of excellence in patient care by providing GRH and SMGH physicians, midwives and designated staff with a secure, efficient, and real-time way to communicate and share Personal Health Information.



GRH Approach – Seamless

Secure Communications



BBM
Protected

Directory Services

Internal

Physician Scheduling

PetalMD



Product Features and Benefits

- ▶ Secure messaging app that allows for instant, real-time communication within and outside the organization
- ▶ Provides an additional layer of encryption to protect patient information
- ▶ May be used on Android™, iPhone™, and BlackBerry® smartphones

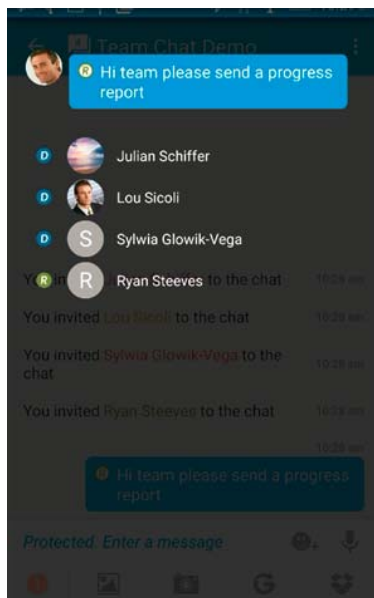
BlackBerry has released several key features that have been identified by GRH and SMGH healthcare providers as key for success:

- ▶ The ability to communicate with a team about a specific patient
- ▶ Easily find a contact through a cloud-based search
- ▶ The ability to create priority for messages

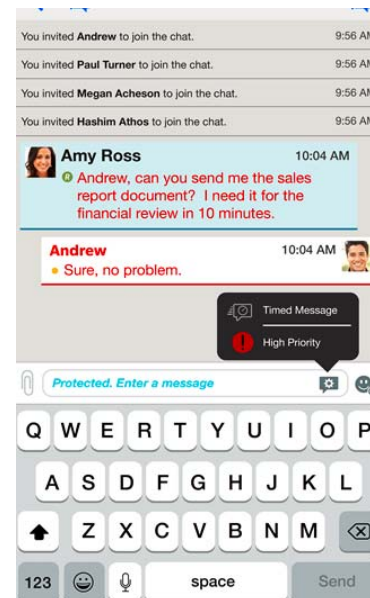


Product Screenshot Examples

Team Chat / Tracking Status



Priority for Message



Grand River Hospital: Why BlackBerry?





Why BlackBerry?



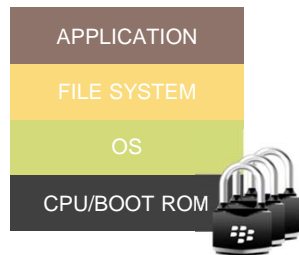
BlackBerry® = SIMPLY SECURE

ONLY provider of true end-to-end mobile security



ENTERPRISE-GRADE SECURE MOBILE MESSAGING

Secure at rest



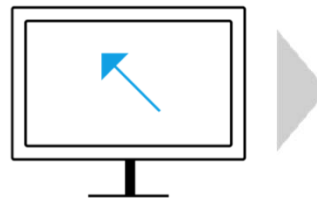
- Device security model built on foundation of secure hardware/OS
- From CPU embedded boot ROM up through the OS, file system and applications.

Secure in transport



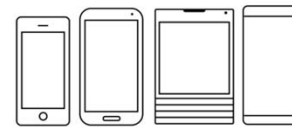
- NIST Suite B crypto for public/private encryption and signing key pairs and a random symmetric key per message
- Triple DES global encryption key
- TLS for transport

Nothing new to install



- Use your existing hardware and software
- Don't need to purchase additional servers to enable BBM Protected

Easy to deploy



- Entitlements and management enabled via Enterprise Identity by BlackBerry Admin Console – a service included in host subscription

Seamless for end-users



- Security happens in the background. No impact to the BBM user experience
- Use 1 app to securely message work colleagues as you do family & friends



What's Coming

- ▶ Pilot program with a group of physicians from the same program to see how BBM Protected can be integrated into daily workflow
- ▶ Assembly of physician champion group to provide ongoing feedback around the product
- ▶ Physician Survey – let us know how they use their smartphone, and provide opportunities to make physicians daily communications easy and efficient



