



HealthBridge™

hbConnect 3.0

**The Power of
Secure
Communications
Simplified**



The Need

At a time when data travels at light speed, health care providers, communities, and health information exchanges (HIEs) face increasing pressure to provide safe, secure access to information while ensuring open communication.

The Solution, hbConnect 3.0

To meet this challenge, HealthBridge offers hbConnect 3.0, the complete health information exchange portal. Manage user accounts, send secure messages, access provider directories, approve contracts and invoices, issue public health alerts and more in an easy-to-use hosted application that runs in any JavaScript-enabled Web browser. hbConnect 3.0 streamlines office management, saving time, effort, and money.



HealthBridge, the Proven HIE Authority

HealthBridge is one of the nation's largest and most financially successful health information exchange organizations. HealthBridge is a not-for-profit corporation founded in 1997 as a community effort to enhance the ability to share health information electronically in the Greater Cincinnati-Northern Kentucky tri-state area. Now, each month more than 3 million clinical lab tests, radiology reports, orders,

and other clinical information are transmitted through HealthBridge's secure electronic network, more than nearly any other community health information exchange in the country. HealthBridge also works collaboratively with other health information exchanges to assist with start-up and operations.

hbConnect 3.0 Features

The core feature set of hbConnect 3.0 addresses five key areas: User Administration, Data Security, Secure Messaging, Contract Administration, and Online Support.

User Administration

Ask any office manager what issue demands the most attention, and managing staff data—personal information, job roles, and data access privileges—is near the top.

hbConnect 3.0 simplifies this need into one convenient function. The powerful User Administration feature enables direct verification of users requesting access to clinical data. Create and manage user accounts from any location. Customize user access through individualized profiles based on roles and levels to control a user's workflow responsibilities and permissions to access features of hbConnect 3.0, such as user information modification or report generation. Designated User Administrators may also assign multiple profiles to those users who may work in more than one role (for instance, serving as a resident at a hospital while also working as the lead physician at a free clinic). With profiles, granting authority to perform job-related tasks, including approving contracts,



publishing public health alerts, or managing invoices, has never been easier—or more secure. Also, to reduce administrative overhead, hbConnect 3.0 permits all users to modify their own basic information, such as addresses, phone numbers, passwords, and security challenge questions.

Security

Medical information demands confidentiality. Avoiding legal issues means meeting stringent HIPAA and PHI regulations.

Employing the 64-bit Secure Hash Algorithm (SHA-1) developed by the federal government's National Security Administration, hbConnect 3.0 delivers one-way encryption on all communications through the portal. Other features include three levels of password hardness, "brute force" password attempt locking, and auditable user access logs. In addition, each user account is linked to a unique email address to eliminate messaging errors based on user name similarities. Yet despite industry-leading security, managing it is never tedious, as hbConnect 3.0 permits users to reset their own passwords without requiring a call to tech support.



Secure Messaging

Security within hbConnect 3.0 extends to its built-in messaging system. Users can choose to send fully encrypted secure messages through the portal that comply with HIPAA and PHI standards or unencrypted user-to-user email. Also, the instant accessibility of the included provider directory eliminates the time and work needed to track down a provider's email and other contact information, freeing users to concentrate on the content of their communications and not on the means of getting them to their intended recipients.

Contract Administration

Imagine reducing the cost of paper, folders, and filing cabinets—and the work needed to manage them. With hbConnect 3.0, the dream of the paperless office takes one step closer to reality. Confidentiality agreements, invoices, certifications, and a host of other documents can be created, distributed, approved, and even signed digitally.

Online Support

Any software product is only as good as its options for support. For this reason, hbConnect 3.0 provides multiple channels of support directly through the portal. Users can access built-in mouse-over tool tips, user guides, and FAQs, request help desk support, or even schedule portal training sessions.

What makes these five key areas so easy to manage is that all are accessible through the interface of the hbConnect 3.0 Front Page. With all the functions of the portal in one place, users can make intuitive usage decisions, increasing the speed and accuracy of workflow.



Accessing the Communications Power of hbConnect 3.0

Users are always in the know with hbConnect 3.0. The Front Page shows at a glance all Alerts, Status Messages, and Announcements, each differentiated as public or personal. Selecting a

Profile and Market in the banner displays only those portal features and functions available to users based on the roles and levels in each of their individual user accounts and profiles. This limits the number of function options, reducing complexity and the need for more training than necessary for a user's role and level within the organization.

The Front Page also displays a series of labeled panels. Users input data in the Workspace panel. The Application Links panel contains hotlinks to customizable software applications that may be offered by specific providers, while Business

Links connects users to customizable third-party sites. My Desktop contains access to messaging and actionable items, and My Favorites allows shortcuts to commonly used links.

The simple power of the Front Page means users can see and access just what they need at all times, which eases training needs, improves user confidence, and ultimately, saves time and money.

Meet the Challenge with hbConnect 3.0

HIEs and others in the health care industry continue to face mounting pressure to manage an ever-increasing cascade of information and the users who access it. HealthBridge offers the solution. As the leader in HIEs, we again deliver unsurpassed communications, security, and data management to health care providers. Do more, say more, and save more with hbConnect 3.0.

System Requirements – Web Browser: Internet Explorer version 7 or higher, Firefox, and Safari. Operating System: Windows XP and Vista. Each user must maintain a unique email address.

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