MOBILE TECHNOLOGY TRENDS

FOR HOME HEALTH CARE

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- Participants are in a listen-only mode.

- To ask a question during the event, use the chat feature at the bottom left of your screen. Technical questions will be answered by ReadyTalk. Questions for our speakers can be asked at any time and will be answered during the Q&A at the end of the session.

- Visit homecaremag.com in the coming days to access the recording of the webinar.

Chris Tackett
Healthcare Industry Segment Manager

Intel Corporation

The Digital Age of Health Care: Keeping Trust

Improved health care from:

- Improved patient access
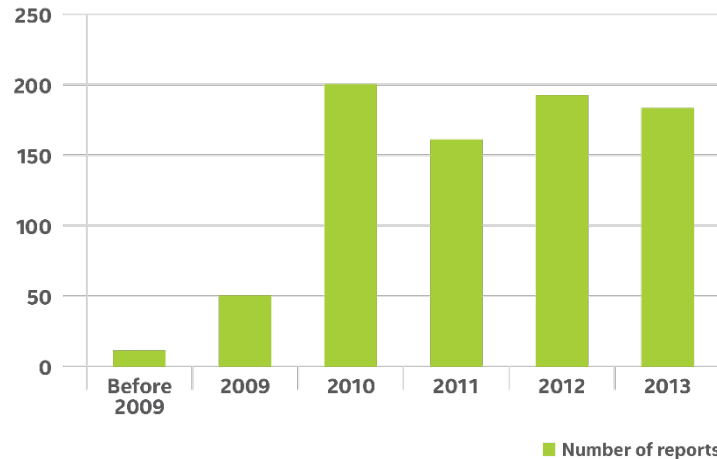- Easier exchange between doctors and staff
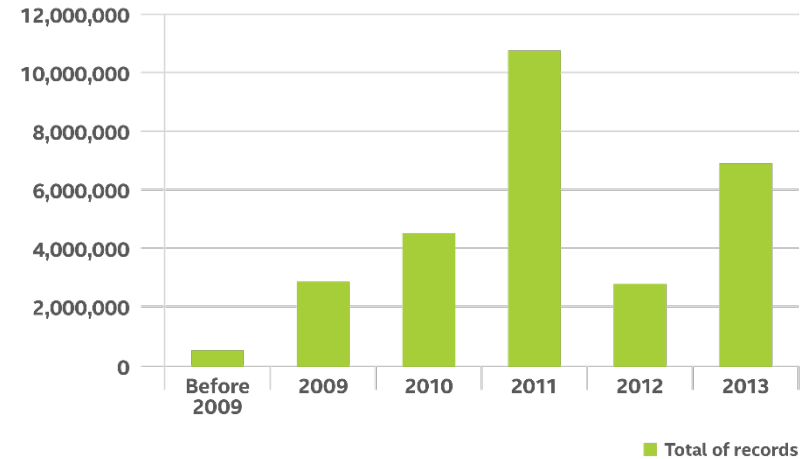- Faster updates

Increased risk from:

- Proliferation of devices
- Sophisticated threats
- Burdensome security for users
- Uninformed or untrained staff

The Digital Age of Health Care: Security Breaches

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Despite the significant focus on security and privacy regulation, the volume of breached records remains high.
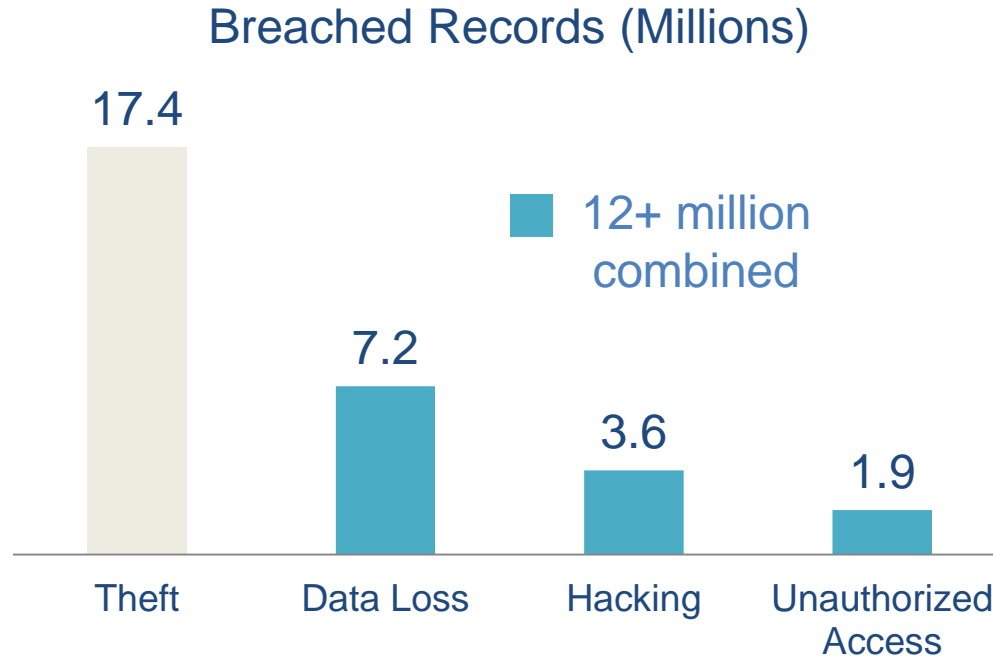
Total Breach Reports by Year

Total Breached Records by Year

http://www.hhs.gov/ocr/privacy/hipaa/administrative/breachnotificationrule/breachtool.html

The Digital Age of Health Care: Total Breaches Reported

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Breached Records (Millions)

17.4

12+ million combined

7.2

3.6

1.9

| Theft | Data Loss | Hacking | Unauthorized Access |

The Organizational Costs of a Data Breach

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More than $1 million
- FY 2013: 25%
- FY 2012: 31%

$100,000 – $1 million
- FY 2013: 58%
- FY 2012: 57%

Up to $100,000
- FY 2013: 12%
- FY 2012: 7%

Cannot determine
- FY 2013: 5%
- FY 2012: 5%

0% 5% 10% 15% 20% 25% 30% 35% 40% 45% 50% 55% 60%

■ FY 2012   ■ FY 2013

http://www2.idexpertscorp.com/ponemon-report-on-patient-privacy-data-security-incidents/
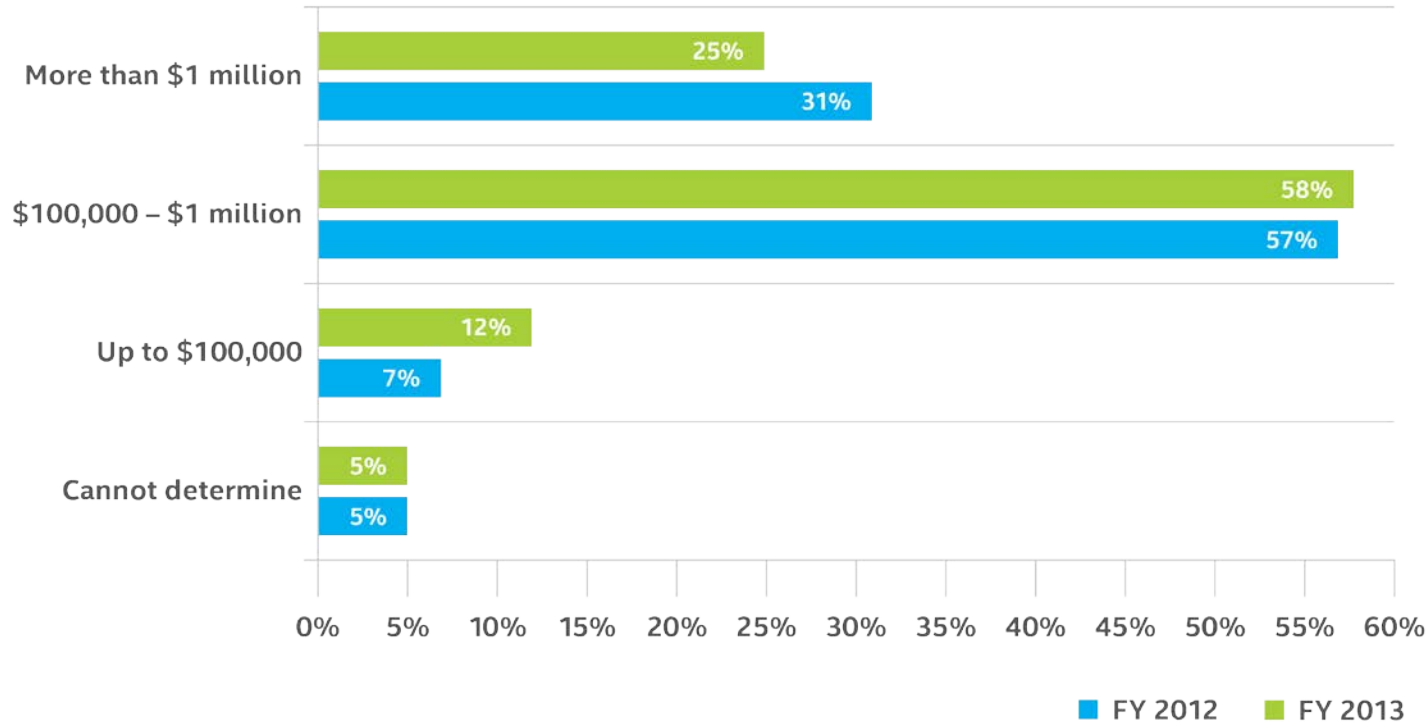
The Digital Age of Health Care: New Attack Surfaces

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Health Care Workers and Staff

Laptops	BYOD**	Mobile Devices	Desktops
Terminals	Consoles	Medical Devices	

Partner Agencies and Vendors

Insurance Providers	Contractors	Vendors	Partner Health Providers	Auditors
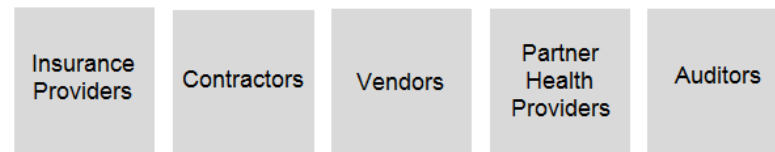
Wired and Wireless Networks

Data Center

Financials	Payroll	Patient Billing	Health Records	Insurance Records	Supplier Billing	Equipment Inventory	Legal Records

Cloud Providers
Off-Site Data Storage

**Bring Your Own Device

The Digital Age of Health Care: Security with Performance

Today's Challenge:

- Meet Health Insurance Portability and Accountability Act (HIPAA), Health Information Technology for Economic and Clinical Health (HITECH), and other regulations

- Protect personal information of your patients, staff, and partners

- Monitor and better secure your networks, servers, and data center

- Achieve optimized security at a lower total cost of ownership (TCO)

- Provide security with high performance and usability for doctors and staff

Security by Design: Proactive, Comprehensive Protection

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| Security close to the silicon: The foundation for hardware, software, and services—from chip to cloud	Security that protects the user holistically across the digital landscape	Integrated platform providing a premier security posture at a lower cost of ownership
Security Built-In	**Personal Security**	**Security Connected**

Culture: Awareness, Adaptation, Best Practices

Security Built-In: At the Silicon

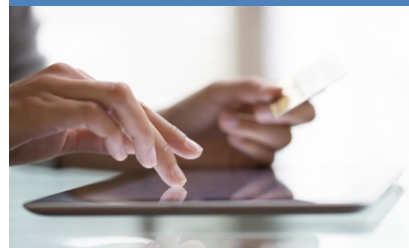**Panasonic**

Anti-Malware

Malware finds nowhere to run or hide

Resiliency
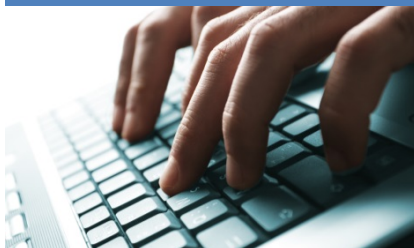
Always updated resilient systems
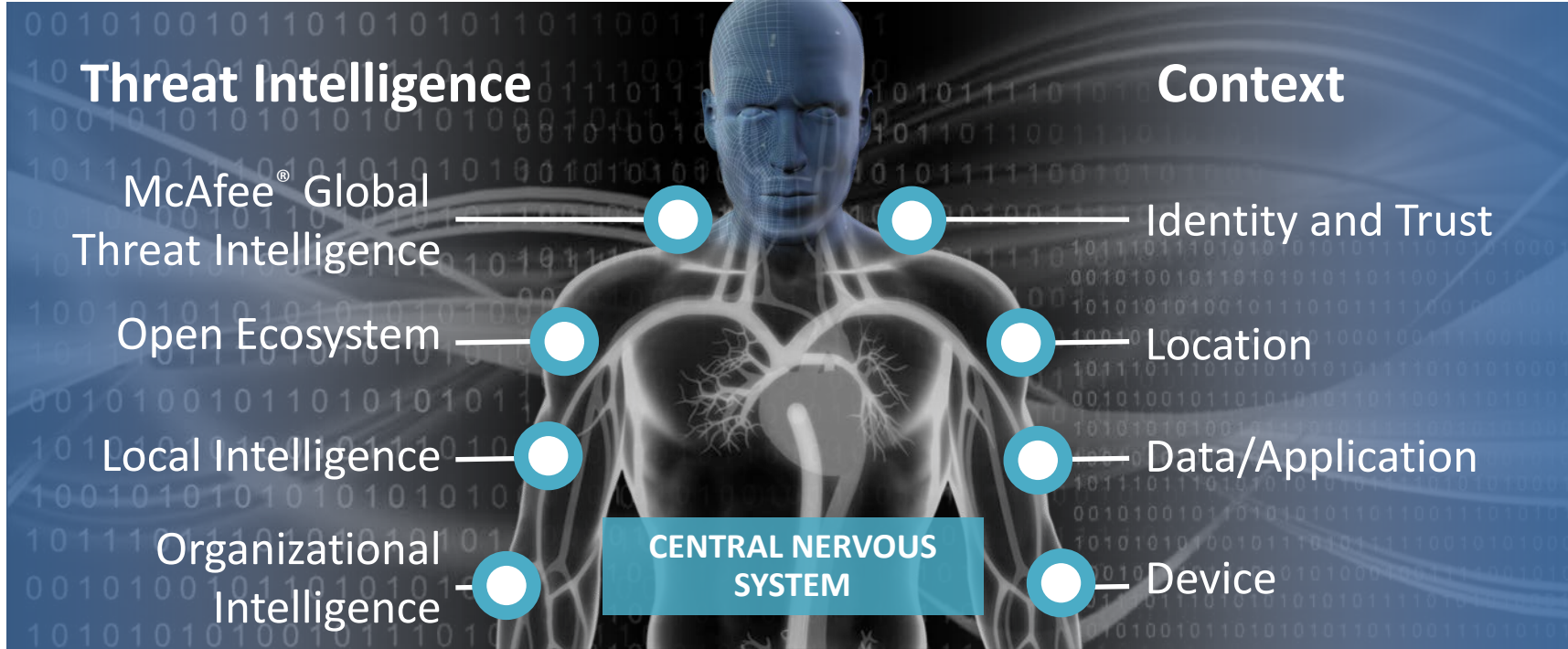
Identity

Simple access with enhanced security

Data Protection

Data safe from theft or alteration

Security Connected: Integrated Platform Protections

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Threat Intelligence

Context

McAfee® Global Threat Intelligence

Identity and Trust

Open Ecosystem

Location

Local Intelligence

Data/Application

Organizational Intelligence

Device

CENTRAL NERVOUS SYSTEM

Security by Design: In the DNA of Your Organization

Changing the culture with awareness, adaptation, best practices

Classify risks

Set clear, simple policies

Adapt to changing environments

Educate employees

Getting Started: The Path to Optimized Security

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Devices and Data Center + Network Infrastructure + Applications

Devices and Data Center
- Hardware Root of Trust
- Strengthened Operating System
- Encryption
- Whitelisting
- Manageability (Digital Rights Management [DRM])
- Isolation
- Identity Protection
- Secure Update

Network Infrastructure
- Intrusion Prevention and Detection
- Next Generation Firewalls
- VPNs
- Manageability
- Secure Update

Applications
- Detection and Recovery
- SIEM: Detect and Analyze
- Reporting: Governance and Compliance
- Secure Update

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Protect data from device to the cloud, at rest and in transit
- Encrypt PHI on client and server
- Tokenize client data where possible

Reduce and strengthen logins with improved usability
- Use multifactor authentication and biometrics wherever possible

Secure your data centers
- Ensure all servers have virus protection and application control

Blogging Community
Join the conversation and hear insight from industry leaders.
https://communities.intel.com/community/itpeernetwork/healthcare

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Health IT

Social Media
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Jamil King
National Sales Manager, Healthcare

Panasonic System Communications Company

HEALTHCARE
Challenges & Trends

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The
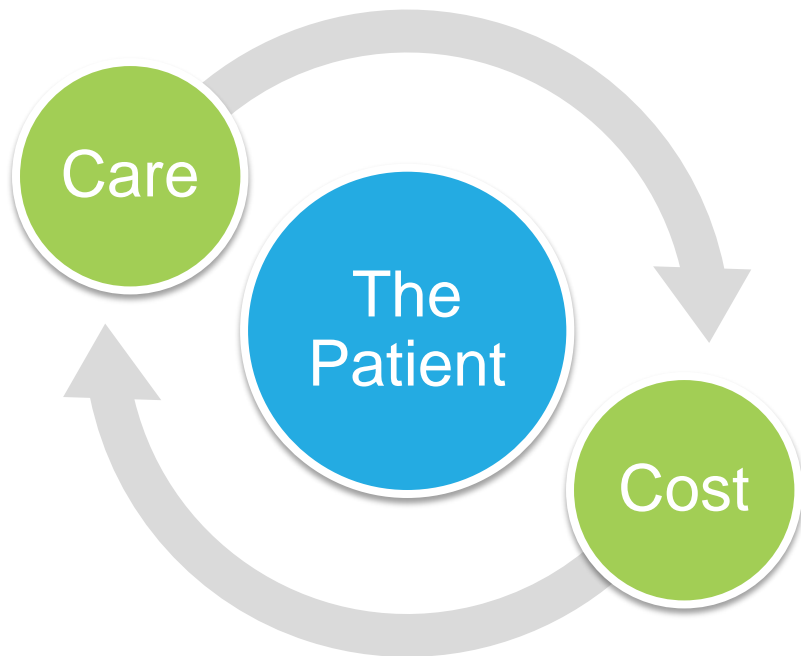Patient

A New Center Of Care
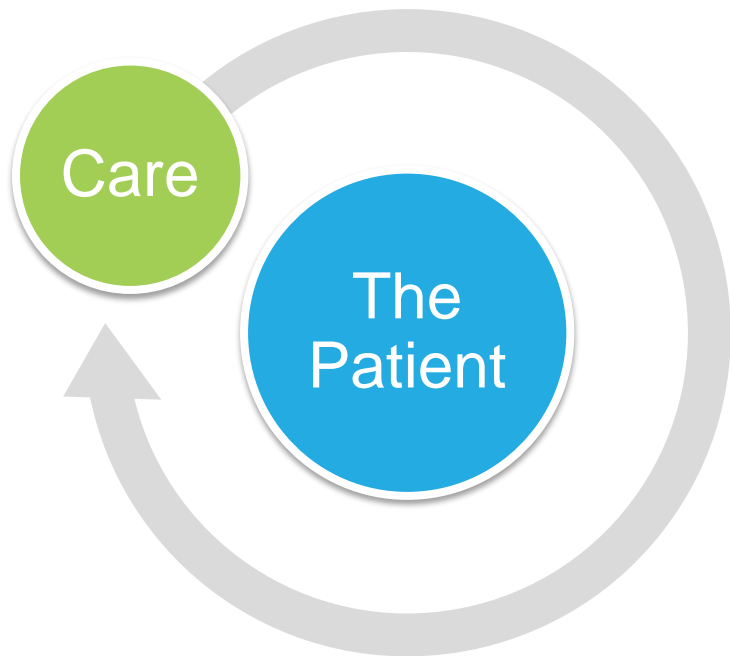
Care

The Patient

HOSPITAL CENTERED ➡ **PATIENT CENTERED**

- Patient centered, ubiquitous care

- Delivered where the patient is

- Coordinated, connected care teams

- Care improves while costs decline

A New Center Of Cost

Care

The Patient

Cost

FEE FOR SERVICE → BUNDLED PAYMENTS

- Outcome-based payments

- Provider groups paid for total care

- Quality, not quantity of care

This shift is fueling

- Hospital and health system consolidation

- Clinical integration

- System-wide standardization of clinical processes

Improving The Health Of Your Entire Operation

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- Information Availability

- Connected Care Teams

- Continuity independent of location

- Integrated solutions that increase efficiency and improve your bottom line

Much like the healthcare industry, the general strategy is to become more integrated in order to produce stronger outcomes for our patients.

Mobility's Impact on Health Care

How Health Providers Store and Access Information

- Decreasing use of paper forms, meaning less human error

How Patients Interact

- Using mobile devices and apps to make appointments and transmit information

54% Physicians currently using tablets

53% Implemented EHR access on mobile devices in 2012

82% Health care professionals plan to use tablets, smartphones, and computers in 2014

Sources: AmericanEHR Partners, Epocrates, Ovum

The Employee Advantage:

- Ability to input and pull up data on the spot
- Two-way communication with colleagues
- Reduced paperwork
- GPS for directions

The Patient Advantage:

- Ability to receive care as an outpatient
- Complete self-service forms and access educational materials
- Reduced visit times

There are a variety of mobile choices available to home health providers today. These include:

- Laptops
- Tablets
- Convertibles
- Smartphones

The Case for Tablets:
- Highly portable
- Instant on/off functionality
- Touch screen
- Long battery life
- Constant connectivity

The Case for Laptops:
- Extensive software choices
- Larger screen
- Full keyboard
- Highly durable
- No need to switch devices back at the office

Consumer-Grade
- Created for household use

Enterprise-Grade
- Fully rugged
- Semi-rugged
- Business-rugged

You may already know that mobile devices make sense for your home health company, but you also have to convince three separate audiences:

| Employees | **+** | IT | **+** | Finance |

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The home care workforce wants mobile solutions that:

- Have long battery life
- Are portable and easy to carry
- Enable continuous connectivity
- Are durable enough to withstand the demands of their jobs, including sanitization, drops/spills, and use with gloves on

Battery Life

- Because caretakers may be on the road for the entire workday, they require batteries that can last longer than a few hours and/or be easily swapped out

Constant Connectivity

- Nurses and caretakers on the job cannot rely on wireless Internet at every patient's house, meaning embedded broadband is a must

Sanitization

- Home care providers need to ensure surfaces are disinfected
  - Especially critical for wound care

Gloved Hands

- Most touch screens will not register input with a medical glove on

Drops, Bumps, and Spills

- Bound to happen while on the road and in a variety of settings

IT wants mobile solutions that:

- Require minimal maintenance
- Offer extensive vendor support
- Are long lasting
- Provide training programs
- Enable rapid deployment
- Are secure

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Security is the primary concern for most IT managers. They want features such as:

- Chip-level security
- Disk encryption
- Fingerprint scanning
- Compliance with HIPAA and other standards

Top IT Issues/Concerns Related to Supporting Tablets

Concern	Percentage
Security concerns	70%
Integration with existing IT infrastructure	64%
Mobile device management issues	60%
IT staff time required to support and manage tablets	53%
Inability to configure/customize device for specific business needs	40%
Difficulty in servicing device	29%
High replacement rate due to the fragility of the devices	22%
High failure rate due to unreliable OS	11%

SOURCE: IDG RESEARCH SERVICES, AUGUST 2013

Given the fact that home health IT resources are already severely strained, IT departments need:

- Data protection
- Deployment
- Training
- Vendor issues
- Break/fix and hot swap
- User support
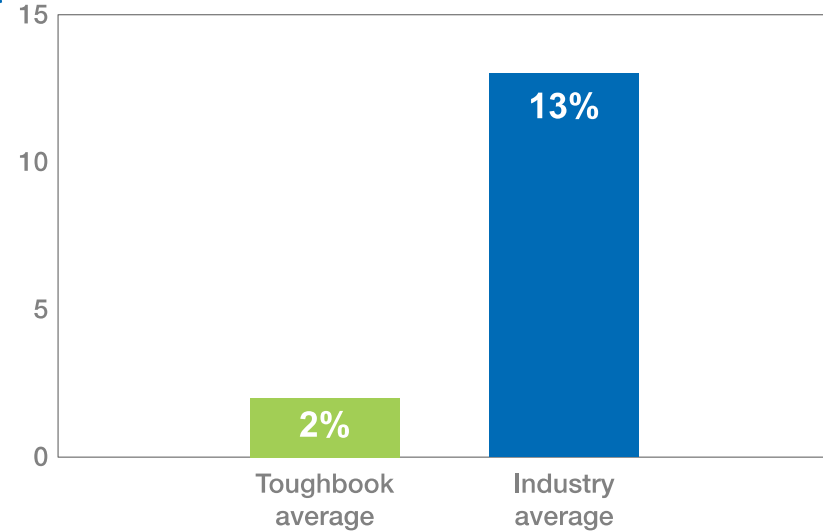- Product lifecycle management

Finance wants mobile solutions that:

- Provide low total cost of ownership
- Enable a high return on investment
- Make employees more productive
- Do not put a strain on IT resources
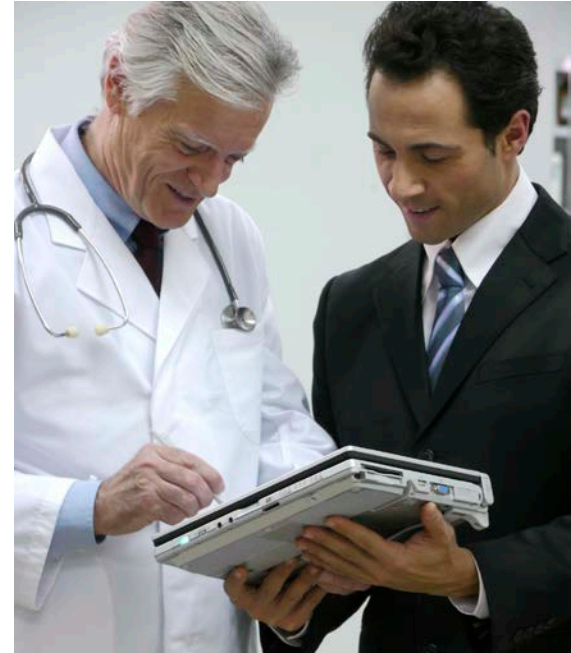
Only enterprise-grade mobile devices can meet the needs of these three audiences as they are capable of providing:

- Extensive usability and durability for home care workers
- Security and support for IT
- A low TCO for finance

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Security is a major consideration for home health

- Look for mobile devices with security features built-in at the chip level
- Use multi-factor authentication and biometrics
- Ensure servers have virus protection and application control

Mobility is growing in importance for home health

- There are a variety of form factors and grades of devices
- Look for solutions that have features desired by all of your various stakeholders

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Q&A

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**Visit the webinar page on homecaremag.com
in the coming days to access the recording of the webinar.**