THETALAKE

Healthcare: Protect ePHI and Monitor Conduct During Online Video & Collaboration Interactions

With the healthcare industry rapidly switching to telemedicine, pharma related collaboration, and virtual examinations, video conferencing platforms like Zoom, Webex, GoToMeeting, Microsoft Teams, and RingCentral are becoming a critical tool for day-to-day healthcare operations. Doctors, nurses and pharmacists use videoconferencing tools for nearly every function from intake and routine visits to filling prescriptions. Video is now embedded in the most important aspects of a healthcare professional's work routine.

Since healthcare organizations are managing operations and delivering care using video tools, it's critical that these communication channels are appropriately monitored and supervised to maintain conduct standards and safeguard electronic protected health information (ePHI).

Video conference-based healthcare creates new challenges:

Healthcare organizaitons must continue to comply with HIPAA provisions for safeguarding ePHI.	Video introduces additional data risk of what is in the background and what is shown and shared.	Acceptable use issues that don't align with the organizations's ethics and conduct policies can occur.	Detecting, protecting, and redacting ePHI and other sensitive data without compromising record keeping is a must.

Bring data protection to your video conferencing platforms

Theta Lake makes it easy for healthcare organizations to preserve data privacy and mitigate the risks of inappropriate behavior during telemedicine video sessions.

Theta Lake is a purpose-built compliance and risk solution that provides automatic detection of conduct and regulatory compliance risks in video conferencing content.

Protect ePHI in Telemedicine

Theta Lake detects disclosure or use of PHI during video conferencing.

1 Pre-built policies automatically detect information like patient SSN, birth date, email address, and phone numbers.

2 Custom policies can be configured to detect institution-specific patient ID numbers, medical charts, or other official healthcare records.

The Theta Lake platform seamlessly integrates with videoconferencing platforms to ingest collaboration content and detect risk in what was spoken, shown or shared during a telemedicine visit.

Proactively detect data privacy risks

Video conferencing features, such as document sharing, chat, and whiteboarding provide effective ways to interact during telemedicine sessions. However, these features also open up avenues for inappropriate use of ePHI or inadvertent sharing or disclosure of such information.

Theta Lake empowers healthcare organizations to supervise telemedicine communications and identify privacy and data loss risks to keep ePHI safe. Doctors may have legitimate requirements to share ePHI in the context of patient care, but collaboration platforms also facilitate intentional and inadvertent sharing of ePHI.

Telemedicine presents many types of privacy risks—pharmacists could conduct sessions with sensitive information viewable on a nearby whiteboard, or bad actors could attempt to exfiltrate ePHI for nefarious purposes. With over 20 detections for acceptable use, privacy, and information security along with redaction features and support for custom detections, Theta Lake enables healthcare organizations to proactively identify and act on risks.

Safeguard against risky behavior

Potentially inappropriate behavior, such as failure to abide by patient interaction guidelines during telemedicine sessions must be flagged to ensure adherence to an organization's ethics and conduct policies. Without appropriate monitoring in place, these issues can persist and proliferate, resulting in regulatory fines and other sanctions.

Theta Lake helps health professionals identify conduct risks, such as abusive and controversial behavior, allowing compliance teams to identify and remediate potentially bad behavior while reducing downstream legal liability.

Enable real time compliance advice

Extensive studies show that organizations reduce risk exposure by more than 40% when they provide real time training and feedback. Giving healthcare providers real time compliance guidance provides significant benefits when using modern communication channels like video conferencing platforms.

Theta Lake's Realtime Compliance Advisor helps practitioners compliantly use collaboration tools by coaching them on risky actions and making key content available at their fingertips, such as standard release forms, directly within their telemedicine sessions.

Seamless video conference integrations

Theta Lake provides a healthcare-ready solution with extensive video conference integrations to compliantly preserve ePHI and safeguard patients from risky content during video-based appointments.

Learn More

To request a demo, visit: https://thetalake.com/request-a-demo/

ABOUT THETA LAKE. Theta Lake provides cloud-based compliance for video, audio, and other modern digital communications. Its patent-pending technology uses AI, deep learning, and seamlessly integrates with the leading audio recording, video marketing, and video conferencing platforms to detect compliance risks in what was said or shown in modern digital communications. Using AI to also power insights and automation, Theta Lake provides directed workflow to add consistency, efficiency and scale to the compliance review and supervision process, driving down the cost of compliance.