

The Right Treatment for Protecting Shared Information



Problem:

Shared access to digital information like e-mail, documents, and Web content can greatly reduce healthcare costs and improve patient care. But recent federal regulations require healthcare organizations to protect and secure all patient information.

Solution:

Security software that protects and controls confidential information shared internally or beyond corporate boundaries.

Timely access to accurate information speeds the decision-making process. In healthcare, that can have powerful implications, which is why the sharing of confidential information between physicians, patients, and health-maintenance organizations is so important. But as important as information sharing is, it can only take place if all participating healthcare partners are compliant with HIPAA regulations relating to the protection and security of patient information.

Authentica[®] content security solutions enable healthcare organizations and partners to protect sensitive information at all times — wherever it travels or is stored. Designed to work in concert with HP LaserJet multifunction printers, HP Digital Senders, and HP ScanJet scanners, Authentica's security solutions focus on two key areas: messaging and document sharing.

Secure Messaging

SafeRoute[™], Authentica's enterprise secure-messaging solution, protects e-mail and files shared both internally and externally. It combines content security — authentication, encryption, and data-integrity checking — with proprietary rights-management features. This combination ensures maximum flexibility so users are able to apply security on a message-by-message basis without any of the complexity usually associated with conventional secure e-mail solutions. SafeRoute is easy to use. If you're starting with a hardcopy document, simply convert it to electronic format using an HP LaserJet multifunction printer, HP Digital Sender, or HP ScanJet scanner. Once in electronic format, senders create policies that determine how recipients may access and use the content. These policies can be changed at any time, even



Partnering with the best to provide the best.

HP is the recognized global leader in imaging and printing solutions for business. Through partnerships with selected third-party providers, HP is able to offer healthcare organizations a wide range of innovative solutions designed around creating, sharing, tracking, and printing information that support both business and IT objectives.



after the content has been delivered. Before the content is sent on its way, it is encrypted to ensure adequate protection during transmission. To access the content, the recipient must authenticate to the sender's policy server with either a username, password, or digital certificate or by using enterprise standards for authentication, such as the corporate LDAP directory. If the recipient is authorized, the server will issue an electronic decryption key that automatically unlocks the content.

Authentica's Secure Document Sharing

Sharing information with healthcare partners usually involves transmitting that information over the public Internet. Authentica's secure document-sharing solution with patented Active Rights Management (ARM) technology protects documents (PageRecall) and Web content (NetRecall) both during and after delivery.

Authentica's PageRecall

PageRecall leverages Authentica's ARM technology to provide page-level control over documents both during and after delivery to the authorized recipient.

If documents are hardcopy, you can convert them to electronic format using an HP LaserJet multifunction printer, HP Digital Sender, or HP ScanJet scanner. PageRecall plugs into Adobe® Acrobat® and Acrobat Reader® to provide an intuitive process for protecting and viewing documents. With PageRecall, senders create policies that give the recipient specific rights to the content. Rights can include viewing, forwarding, copying/pasting, and printing. Once rights are assigned, the content is encrypted before being sent to the designated recipient. The recipient must authenticate to a policy server to decrypt the content. Control doesn't end with delivery, however. Senders can see who views pages and for how long. PageRecall's audit trail even tracks attempts to access content by unauthorized individuals.

Authentica's NetRecall

NetRecall works in much the same fashion as PageRecall only within a Web-authoring context. NetRecall can be deployed in distributed authoring environments enabling individuals to protect and manage their own Web content, or it can be deployed as a centrally managed application enabling a Web administrator to protect content generated from a Web server.

Authors can scan hardcopy content using an HP LaserJet multifunction printer, HP Digital Sender, or HP ScanJet scanner. Once in electronic format, content can be assigned policy rights and encrypted. Policies and keys for decrypting content are registered on the policy server. Access to encrypted pages is granted by authenticating to the policy server with a username, password, or digital certificate.

Advantages of SafeRoute Secure Messaging:

- protects confidential patient information before, during, and after delivery
- works with HP multifunction printers, digital senders, and flatbed scanners
- enables secure sharing without requiring any kind of software support from the receiver
- integrates with existing e-mail workflows
- allows users to protect and retain e-mail messages regardless of where they are stored

Advantages of PageRecall Secure Document Sharing:

- controls who can view, print, copy, or select confidential information
- works with HP multifunction printers, digital senders, and flatbed scanners
- prevents confidential information from being forwarded to unauthorized persons
- provides control over confidential information even after it is accessed by the recipient
- offers a full accounting of who accesses the confidential information and what they do with it

Advantages of NetRecall Secure Document Sharing:

- controls who can view, edit, or print Web pages
- works with HP multifunction printers, digital senders, and flatbed scanners
- prevents confidential information from being viewed by unauthorized persons
- provides control over Web pages even after they are posted
- offers a full accounting of who views the Web pages and what they do with them

For additional information on HP imaging and printing solutions for healthcare, visit: www.hp.com/go/printingandhealthcare

To review HP's complete portfolio of solutions for healthcare, visit: www.hp.com/go/healthcare

For additional information on solutions from Authentica, visit: www.authentica.com/applications/industry_applications/healthcare.asp

To contact Authentica Sales, visit: www.authentica.com/company/contact_us/us_int.asp. Or call: 1-877-532-8060

© 2003 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

5981-5844ENUC, 9/2003



While HP works with independent, third-party companies, HP does not endorse these products or guarantee compatibility with HP products or results that may be achieved by using these independent, third-party products. The capabilities, functionality, and warranties that accompany these third-party products are as provided in the product documentation. All support for such third-party products is covered by the purchaser's agreement with the third-party solutions provider.