



Enabling communications you can trust.

Our Mission HealthyEmail strives to provide physicians across the country with the tools and guidelines for secure communication, helping to protect patient privacy and enhance relationships across the healthcare community.



The ability to communicate privately is a cornerstone of healthcare.

Secure e-messaging expands the opportunities for sharing information and helps physicians to meet regulatory compliance and prudent information safeguards. It ensures patient privacy and improves relationships among payers, providers, physicians, and their patients.

Introducing HealthyEmail. A nonprofit organization providing the tools and guidelines for secure e-messaging from physicians to their patients and partners. It aims to protect confidential information from exposure and better connect the healthcare community.



Our Advisory Board

William Braithwaite, MD, PhD

*National Director
HIPAA Advisory Services
PricewaterhouseCoopers LLP*

John R. Christiansen

*Attorney
Preston Gates & Ellis LLP*

Emily Freeman

*Vice President Western
Region and Executive
Director of Consulting
American Insurance
Group, Inc.*

Stephen Harri

*Managing Director
AON Health Alliance*

Daniel S. Nutkis

*Vice President
Strategy and Products
Zix Corporation*

Daniel Z. Sands, MD, MPH

*Clinical Director of
Electronic Patient
Records and Communication
CareGroup Healthcare System
and Beth Israel Deaconess
Medical Center*

*Assistant Professor
of Medicine*

Harvard Medical School

Joseph Scherger, MD, MPH

*Professor
Florida State University
College of Medicine*

Paul Tang, MD

*Chief Medical Information
Officer
Palo Alto Medical
Foundation*

**Richard W. Whitten,
MD, FACP, MBA**

*Carrier Medical Director
for AK & WA Medicare
Noridian Administrative
Services*



Empowering physicians with improved communications.

Guidelines to establish a secure email program

Free secure email software and support

Ability to communicate securely with anyone

Physicians face a critical problem.

Today, email is recognized as a practical and simple way to communicate. The healthcare industry's email communications continue to evolve from occasional to commonplace to mission critical — and from only a few users to many.

These changes are especially evident in the adoption of email communications among physicians. Simultaneously, the healthcare community is confronted with the growing challenge presented from new healthcare regulations and a greater recognition of the importance of email privacy.

Adequately addressing the need for appropriate email communications is not a simple process. A lack of resources, time, and standards can intensify the problem by adding significant complexity, duplication, inefficiencies, and dissatisfaction. The trend of increased email usage, compounded with regulations and secure email compatibility issues, has the potential of becoming an industry-wide issue for healthcare.

The lack of technical resources, time, and skill prevent many doctors from adopting an adequate solution to communicate securely to a variety of individuals and organizations. HealthyEmail is being launched to help address this issue.



HealthyEmail offers a solution.

HealthyEmail is a physician outreach program that offers a sophisticated, secure email communication tool to all U.S. physicians, including office staff. The program also includes the guidelines, education, and support necessary to ensure awareness, adoption, and satisfaction by the physician community. The goal is to diminish the complexity, provide a level of standardization, and address security risks associated with inadequate and inappropriate email communications.

The program confronts the problem of securing email communications head-on by providing every physician in America with one two-year license and support at no cost. Two additional licenses are available to distribute to the physician's office staff. This enables physicians to securely communicate with payers, providers, other physicians, patients — absolutely anyone with an email address.

Our Advisory Board is made up of respected representatives of the healthcare industry. Providing direction and leadership, they guide our program to meet the needs of physicians, as well as those of the rest of the healthcare community.

HealthyEmail benefits physicians.

The program affords the healthcare community the opportunity to demonstrate its collaborative nature and avoid an unnecessary amount of complexity and dissatisfaction.

Participants benefits:

- Access to an award-winning secure email program, ZixMail™ and full technical support
- Ability to send securely to anyone with an email address, regardless of their platform or software
- Guidelines to establishing and implementing a complete secure email program
- Access to a range of education, policy, and communication resources
- Register once for universal secure e-messaging
- Privacy and integrity — messages arrive unaltered and can only be opened by the intended recipient
- A program that is easy to use and manage, causes no disruption to operations, and works seamlessly with your existing email software and addresses



What you'll get when you sign up.

Free licenses will be available to physicians and staff from the program web site at www.healthyemail.org beginning February 2003. Participants will be able to download toolkit materials that include:

Education

- Primer on secure email and healthcare
- Guide to creating and implementing a secure communications policy

Policy/Legal

- Sample secure communications policy
- Consent form

Communication

- HealthyEmail overview
- Explanation of security measures
- Staff training materials

Secure Communications Tool: ZixMail

- Implementation tools
- Support materials



January 16, 2001
ZixMail
Zix Corporation
(previously known as Ziff Corporation)

PC Magazine Editors' Choice Award Logo
is a trademark of Ziff Davis Publishing Holdings Inc.
Used under license.

About ZixMail™

ZixMail is a desktop solution that provides point-to-point secure email delivery for individuals and organizations that require a high level of security. It's a simple, easy-to-use and easy-to-deploy solution that enables users to encrypt, decrypt, and send private and secure emails and attachments to anyone, ZixMail user and non-user alike, with a single click. ZixMail is a product of ZixCorp, Dallas, Texas.

*For more information, visit www.healthyemail.org,
or call toll-free 866-251-4949.*



2711 N. Haskell Avenue
Suite 2850
Dallas, TX 75204
866-251-4949