

# CNSI Attends University of Maryland's WHITE 2013 Conference

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- ✖ Earlier this month, the University of Maryland's prestigious Robert H. Smith School of Business held its 4th annual [Workshop on Health IT and Economics](#).

CNSI was proud to sponsor the event, which brought together academic and private sector leaders in health IT from around the country to present insightful commentary on the opportunities and challenges faced by the industry.

The two day conference took place in Washington, D.C. and highlighted cutting-edge research from the likes of the University of Texas Health Science Center, the University of Pennsylvania Health System, Children's National Medical Care and the U.S. Department of Health & Human Services.

Of the many health IT topics discussed, social media stood out as a still untapped industry resource. Discussing its potentials, Harvard Business School Assistant Professor Michael Luca presented his findings on 'Digitizing Disclosure,' that is, utilizing social platforms to disseminate information regarding public health warnings. Would a Yelp review or Facebook notification be a more apt warning than a physical posting on a door?

According to Prof. Luca, we may some ways go. However, as these technologies become more ubiquitous, leveraging themselves into even more aspects of our everyday lives, the proof is yet to come.

Greg Kruse of the University of Pennsylvania Health System shared similar sentiments when it comes to the power of the communication tools at our disposal. In his keynote address on day one of the conference, Mr. Kruse stated that broader communication strategies will build new relationships between doctors and patients.

Mr. Kruse surely has a point. As we continue to advance health IT solutions we are not only building cost-effective efficiencies for the management of care, but influencing the very nature of how we receive, interpret, and communicate with our health care providers and communities.

How can health IT improve the way you interact with your physician or community? Tweet @CNSICorp to let us know! Follow CNSI on [Twitter](#).

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# Health IT Security and HIPAA 101

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☒ While advances in technology allow us to store important health information on the cloud and within our mobile applications, CNSI and organizations like ours have the added requirement to always ensure privacy and security when it comes to holding confidential data. To address concerns regarding the security of a patient's personal information, certain standards have been implemented that require providers

to comply with privacy standards.

The Health Insurance Portability and Accountability Act ([HIPAA](#)) establish a number of rules in order to protect patients and their information. The HIPAA Privacy Rule protects the privacy of an individual's health information, while the HIPAA Security Rule sets national standards for the protection of electronic health information. Both set the industry standards on how to keep information secure and safe.

Additionally, groups such as the Healthcare Information and Management Systems Society ([HIMSS](#)), which focuses on creating better health care through information technology, have developed resources for organizations to use in order to comply with privacy and security regulations. The HIMSS Privacy and Security Committee hopes to achieve that "By 2014, all entities who use, send, or store health information meet requirements for confidentiality, integrity, availability, and accountability based on sound risk management practices, using recognized standards and protocols."

To move towards these initiatives, HIMSS has provided tools such as the [HIMSS Cloud Security Toolkit](#) which delivers resources to health care organizations to help them make informed security decisions related the use of cloud computing. Additionally, the [Mobile Security Toolkit](#) assists organizations in their efforts to manage the security of mobile devices and applications.

CNSI provides a number of health care solutions that fully comply with security standards. Solutions such as the [Medicaid as a Service](#) and our [myHealthButton app](#) provide patients with information while ensuring that security requirements like authentication, authorization and identity management are well covered.

Do you feel like your information is secure on the cloud? Tweet [@CNSICorp](#) to let us know! Follow CNSI on [Twitter](#).

Supposed to be categorized in these: Cloud, CNSI, CNSI, Health IT, Healthcare, Healthcare, HealthcareIT, HIPAA, privacy, security,

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# Benefits of Cloud Computing in Health Care

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The services provided by the cloud are divided into three separate categories in order to target and specify the needs for the solution. Software-as-a-Service (SaaS) provides business subscribers with

an application to access data over the Internet, while

Platform-as-a-Service (PaaS) allows a business to create its own custom applications for use by employees. Additionally, the Infrastructure-as-a-Service (IaaS) model creates a system that can be used by companies to support their internal needs.

As you can see below, CNSI has taken this one step further with its Medicaid-as-a-Service (Maas) solution. Maas provides savings in time, cost and risk mitigation. The platform delivers the opportunity for states to share knowledge and resources to cut back on time consuming tasks while leveraging efficiency to reduce costs, saving both the state and federal government millions of dollars. Additionally, Maas complies with security standards and requirements, such as authorization and identity management, so that all confidential data is kept safe.

Earlier this year, CNSI announced an interstate partnership between Michigan and Illinois to provide the states with a Maas system to assist with their [Medicaid Management Information System](#). The partnership is expected to save both the federal government and each state between 20 and 40 percent in operational costs over the next five years.

Advancements in technology continue to improve these services. Cloud computing provides a solution that eliminates issues relating to hardware and software by providing a shared infrastructure that can be accessed on the Internet. The health care industry continues to take advantage of these advancements in technology to promote better health care by providing individuals with an avenue to access information in real time.

Cloud computing has and will continue to provide benefits to promote more streamlined and efficient systems. How do you use cloud computing? What aspects do you think are the most beneficial?

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# Modernizing Health Care Through Mobile Applications

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Panelists included Asif Khan, [Caremerge](#) CEO, Iltifat Husain, Editor and Founder of [iMedicalApps.com](#), and Erik Augustson, Program Director of the Tobacco Control Research Brand and Behavioral Research Program. The discussion focused on improving health care interaction and participation through the utilization of the mobile medical devices and applications that are now available.

Applications, such as the [ViSi Mobile System](#), which monitors a patient's vital signs, prove effective by providing early warning signs of health issues , while a variety of other mobile apps allow for patients to track and monitor daily physical activities and health improvements without the supervision of a primary care physician. Additionally, the [myHealthButton](#) app produced by CNSI promotes the value and potential for advancement of health care management within mobile technology. Implementation of these apps, allows health care companies to more efficiently gather and organize data in order to produce more informed decisions and diagnoses for

patients along with better quality care.

“Prescribing an app”—the practice of promoting available healthcare apps directly to patients by their doctors—was a common theme throughout the day, as was the importance of health literacy. By taking advantage of the available technologies, patients are better informed about their physical health and more aware of impending health care management issues. The panelists discussed the platforms in which we communicate this information and noted that social media has become a widely integrated and effective way to encourage others to become health literate individuals.

While we continue to develop applications to monitor and analyze our health activities, there are still concerns over behavioral change. More often than not, the people using these devices are already living healthy and active lifestyles. The question then becomes\_ How can we utilize these functions to promote awareness and, ultimately, behavioral change among those who need it the most?

How do you think we can help the people who need it most to use these apps more often? Tweet [@CNSICorp](#) to let us know! Follow CNSI on [Twitter](#).

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## National Healthcare Quality Week

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NAHQ invites organizations to do just that by providing [planning guides](#) that offer tips for kick-off events and open houses, as well as promotional materials that can be used by participating organizations.

Organizations throughout the health care sector are invited to host events to promote health care quality and spread awareness to their local communities and area health professionals about the influence and importance of improved patient care and health delivery systems. Last year, hospitals across the country placed posters throughout their facilities to showcase department initiatives towards improved health care quality.

Now more than ever, advancements in IT provide platforms for streamlined health care services which allow for enhanced quality and significantly reduced costs. Cloud-computing systems and mobile technology applications make health information readily available to both patients and doctors. Products such as [ClaimsSure](#) help to detect fraud, waste and abuse to improve effectiveness and efficiency so that the quality of care given by doctors improves significantly. These and other innovations create real-time updates, providing efficient systems that effectively save both time and money and allow for improved patient care. By streamlining these services, doctors are able to focus on providing the highest quality care available by placing less focus on outdated records and paperwork.



What does community health quality mean to you? How will you celebrate National Healthcare Quality Week? Tweet [@CNSICorp](#) to let us know! Follow CNSI on [Twitter](#).

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## October is Health Literacy Month

❌ In addition to the launch of open enrollment for the [Affordable Care Act](#), last week conveniently marked the first day of