ONPAGE
SOME MESSAGES CANNOT WAIT

Total Connections
Case Study

Total Connections

Total Connections Uses OnPage to Ensure Medical Communications are HIPAA Compliant

Business Situation
Bill Campbell, President and founder of Total Connections, LLC, was fielding increasing requests from his healthcare, EMT, and law enforcement clients to help reduce the cost of their secure pager systems.

Solution
OnPage provided Total Connections with the reliability, security, and intensity of a traditional pager, without the high infrastructure, hardware acquisition, monthly services costs, or need to carry another device. OnPage's SSL encryption ensures that communications were HIPAA compliant, as well as fundamentally secure.

Products
OnPage

Benefits
Total Connections is now able to:
- dramatically reduce the cost of paging services for clients that were using traditional pagers.
- bring true, secure paging capabilities to clients that were concerned about privacy, compliance, and security.
- give clients absolute confirmation that messages were received and read.

SITUATION
Total Connections is a call center service that prides itself on receiving and dispatching a large number of inbound and outbound messages using any form of communication that the customer prefers, such as phone calls, SMS, instant messaging, email, pager, etc. President and founder Bill Campbell was fielding increasing requests from his healthcare, EMT, and law enforcement clients to help reduce the cost of their secure pager systems.

Clients were also asking if there was a way that messages sent by email, SMS, or instant messaging could be confirmed as having been received and read. Lastly, clients were becoming aware that SMS, email, and instant messaging were not encrypted, and as such, were in violation of HIPAA regulations.

At the end of the day, the message from Total Connections' clients was clear: They needed a privacy-compliant, secure means to send and confirm delivery of sensitive communications.

The obvious answer would be for Total Connections to recommend its clients move to traditional pagers. However, for most clients, a move to the traditional pager was not an option.

The retail price of a standard pager ranges from $50 to $80 each, and that would be multiplied across hundreds, even thousands of users. Moreover, clients that were using traditional pagers were looking to cut costs and move away from that legacy technology.

Total Connections had a dilemma. It needed a solution that would provide the reliability, security, and intensity of a traditional pager, without the high infrastructure, hardware acquisition, monthly services costs, or need to carry another device.

The solution would also have to allow Total Connections to confirm that messages were received, read, and compliant with all important standards, such as HIPAA, and other federal, state, and local privacy laws.

 "With OnPage, I can walk up to any client and say, 'Here's how we can turn your smartphone into a HIPAA-compliant pager,' and feel very safe and secure that it is meeting all the HIPAA guidelines."

Bill Campbell, President & Founder

SOLUTION

Bill was introduced to OnPage by Professional Teledata, Manchester, N.H., a call center solutions provider and OnPage partner. Total Connections' interest was piqued by the characterization of OnPage as a secure messaging system for smartphones.

Total Connections met with the OnPage team, and was impressed with its hands-on approach to the training, configuration, support, and deployment processes. Total Connections installed OnPage on iPhones for testing, and the company verified that OnPage's SSL encryption worked, therefore ensuring that communications were HIPAA compliant as well as fundamentally secure.

The company also surveyed its customer base to find a wide prevalence of iPhones, Androids and BlackBerrys, which the OnPage app supports.

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Total Connections tested it for three weeks, and then introduced the OnPage system to its clients. As part of the test, Total Connections configured OnPage so that every sent message would generate a confirmation when it had been received and read by the recipient. This information was presented in the OnPage dashboard, which Total Connections' staff could access.

BENEFITS

After three weeks of testing, OnPage passed with flying colors. Total Connections then introduced the OnPage solution to its clients.

Since adding OnPage as a service, Total Connections' clients in healthcare, EMT, law enforcement, and other industries have been lining up to take advantage. Total Connections is now able to dramatically reduce the cost of paging services for clients that were stuck with traditional pagers, and has brought the benefits of a true, secure priority messaging platform to clients that were concerned about privacy, compliance, and security.

In addition, Total Connections is able to give clients absolute confirmation that messages were received and read, all without having to purchase and maintain yet another device

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