

A woman with dark curly hair, wearing bright pink scrubs, is smiling and looking down at a white tablet she is holding with both hands. The background is a blurred outdoor setting with green foliage. The word 'synzi' is written in a light blue, lowercase, sans-serif font in the upper left corner of the image.

synzi

THE ROLE OF SECURE MESSAGING
IN REDUCING HOSPITALIZATIONS

RISKS OF USING TEXT MESSAGING

Real-time communications are a must-have in healthcare – especially when coordinating care or communicating with a patient. A delay in communications can lead to a breakdown in patient care and relationships with referring physicians.

Given the need for timely communications, many home health clinicians use texting to quickly connect with their colleagues and patients.

Text isn't always best despite its popularity for convenient communications. Agencies might be more at risk than they think if staff members are texting each other information about patients. An agency places itself and its patients at risk when sending ePHI via unencrypted text messaging. Home health organizations must be compliant and mitigate risk when communicating PHI or face costly fines. Also, healthcare organizations that turn a blind eye to texting in violation of HIPAA can also face civil charges from the patients whose data has been exposed if the breach results in identity theft or other fraud. And, free consumer group messaging apps utilize vulnerable platforms which are unable to address health care-specific needs in terms of security and compliance.



BENEFITS OF SECURE MESSAGING

With secure messaging functionality, home health staff members can easily and securely communicate and collaborate with colleagues, their patients and family caregivers, and with other care team members such as the referring physician or another specialist. HIPAA-compliant secure messaging is critical to securing ePHI in staff-to-staff and staff-to-patient communications.








Immediacy, privacy and trust are key when communicating PHI amongst agency clinicians and the broader care team (e.g., the referring physician, a specialist, etc.). Decision-making is accelerated, helping patients receive timely care and assistance. Staff productivity is optimized, helping the agencies better leverage specialists across a larger number of cases. ER visits and hospitalizations are reduced, helping enhance patient satisfaction and outcomes.



SECURE MESSAGING WITH SYNZI

Home health leaders safeguard their patients' data and protect their agencies from costly HIPAA violations by using Synzi's secure messaging function to secure ePHI and improve workflows. Staff can easily and safely communicate and collaborate with colleagues, patients and family caregivers, and other care team members including the referring physician.

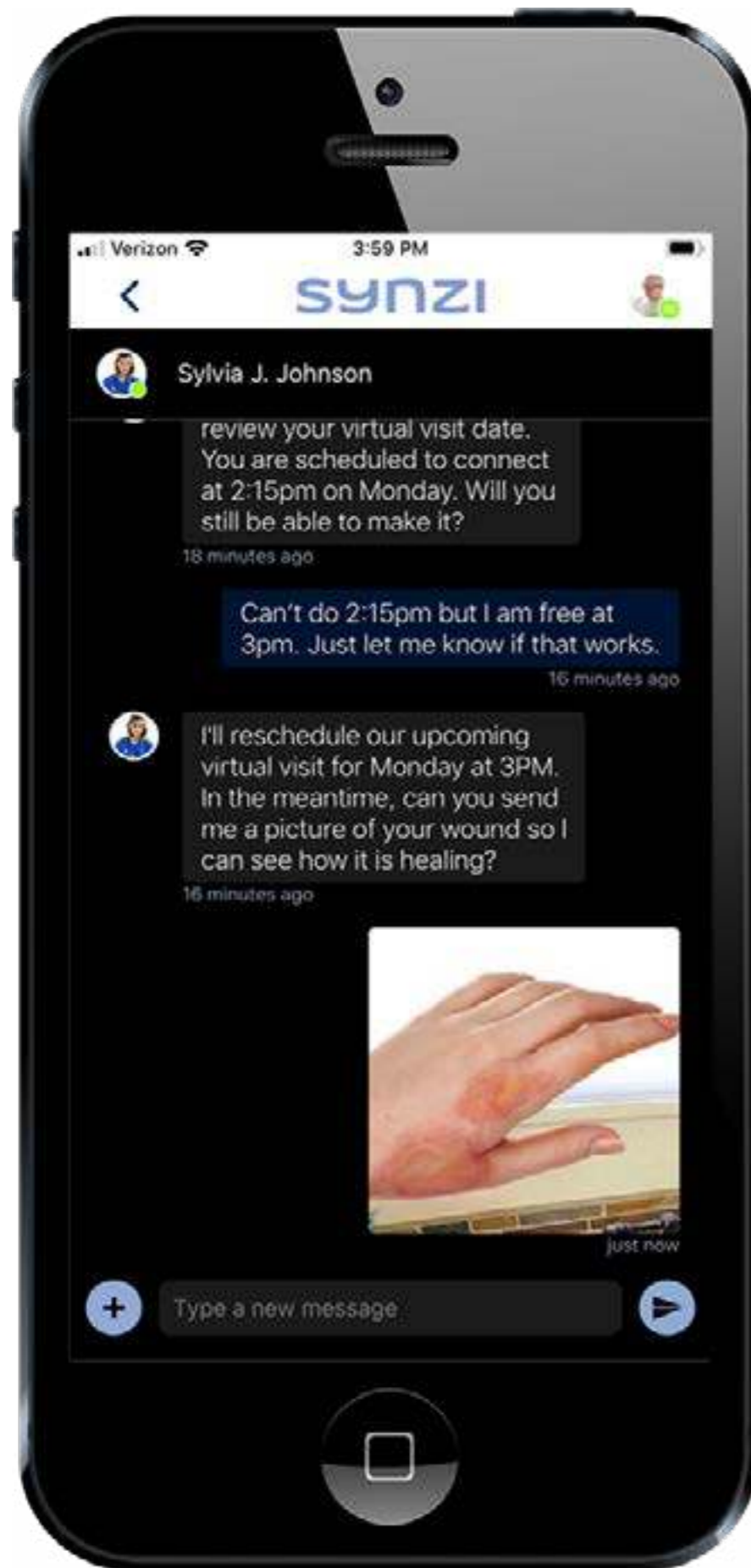
Synzi's secure messaging:

-  Improves provider productivity by eliminating internal phone tag and minimizing the need for in-person meetings
-  Enables better case collaboration and care coordination by delivering vitals, wound photos, and other patient information easily and securely amongst colleagues and referring physicians
-  Includes expanded functionality such as defined care teams, organization-wide groups, persistent alerting, etc.
-  Features Click-to-chat which enables patient-clinician communications without requiring the patient to download an application
-  Allows family members and referring providers to also use Click-to-chat so they can be engaged via secure messaging if they are too busy to download the app
-  Provides the ability to share PDF documents (such as Care Plans) and images between colleagues, patients and family members
-  Protects an organization against costly fines for HIPAA breaches

The Synzi platform is HIPAA-compliant and operates in a HITRUST certified environment, ensuring the security of our technology today while future-proofing our solution to meet growing customer needs.

Our exclusive focus on healthcare, along with our commitment to meeting the industry's stringent regulations, truly sets Synzi apart from other solutions. Your communications and connections with colleagues and patients are protected when using Synzi.

EXAMPLE USE-CASES



WITH SYNZI, EPHI IS ENCRYPTED AND WORKFLOWS ARE OPTIMIZED AS A RESULT:

- **Wound Care:** When caring for patients with wounds, the field nurse or the patient himself/herself can use their smartphone to take a photo of the current state of the wound's healing and share it securely to the wound care specialist for proper guidance on the next steps. With Synzi's secure messaging functionality, the WCN can make a more immediate recommendation. The patient receives the care he/she needs; the specialist saves driving time and expenses. Productivity is optimized and satisfaction is enhanced.
- **Hospice:** When family caregivers experience problems in caring for their loved one patient and are unsure what to do next, they turn to the home health agency for immediate answers. With Synzi's secure messaging functionality, the hospice nurse can quickly help the caregivers virtually and give them the support they seek. The caregiver feels more supported during this stage in the continuum of care. The nurse is able to provide more patients/caregivers with more attention as in-home visits are not always required, especially afterhours and during the weekends.
- **Nonskilled:** When home care aides observe a significant change in a client's condition, they need to report the change to a supervisor or clinician. With Synzi, aides can message in an encrypted, HIPAA-compliant environment and share images of the client with a supervisor or clinician. Medical personnel can then provide guidance via secure messaging which may alleviate the need to send a home health nurse or EMS to the client's home.



“Synzi’s secure messaging enables our clinicians to send images such as a patient’s wound to other clinicians and physicians who can quickly act on PHI regardless of their locations. Synzi helps us provide our patients with higher quality and more timely care while preventing rehospitalizations,” said Querubin Iguban, MD, MBA (Jun), CEO and Owner of Genesis Home Health and Hospice.

IMPACT OF SYNZI’S SECURE MESSAGING

Genesis Home Health and Hospice, a 5 star agency in Nevada, is one of many agencies which has reported impactful patient outcomes from using Synzi’s secure messaging to improve staff collaboration and case management.

Genesis began its relationship with Synzi in September 2020, implementing secure messaging to help clinicians better communicate across rural northern Nevada. Genesis initially turned to Synzi because of its robust HIPAA-compliant communication platform, including a complete suite of modalities and advanced secure messaging features such as group messaging, the ability to send images, and robust reporting capabilities.

Because their patients reside in a remote area, Genesis values how Synzi facilitates secure and real-time collaboration as their clinicians crisscross rural Nevada to deliver patient care. Synzi’s secure messaging helps Genesis’ clinicians:

- Manage digital PHI correspondence
- Streamline care team coordination
- Optimize overall productivity
- Deliver real-time care



Synzi’s secure messaging has resulted in Genesis actively **reducing overall rehospitalizations by 23%** in the initial 5 months of usage, thus improving satisfaction and outcomes for their patients.



“Genesis Home Health and Hospice has strategically set themselves up for patient success by using secure messaging to deliver real-time care and prevent rehospitalizations,” said Lee Horner, CEO of Synzi. “With Synzi, Genesis has been able to take their care delivery to the next level by increasing case collaboration amongst their clinicians and referring physicians, thus improving satisfaction and outcomes for their patients.”

Technology is advancing, impacting the way we live and presenting new opportunities to improve the delivery of healthcare. Synzi leverages these innovations every day, developing state-of-the-art solutions that make it possible for healthcare professionals to do what they do, only better. We enable better performance for healthcare organizations, better access for patients, and better outcomes for all. Our goal is to continuously improve our platform and future-proof offerings that simplify complexity and inspire positive change among healthcare professionals and in the lives of patients.