



# REALIZE THE PROMISE OF ENTERPRISE MOBILITY

SYNCHRONOSS MOBILITY: UNCOMPROMISED PRODUCTIVITY  
AND SECURITY FOR HEALTHCARE



SYNCHRONOSS MOBILITY FOR HEALTHCARE

# SECURE MOBILITY FOR THE HEALTHCARE INDUSTRY

The world is adopting mobile technology at an astounding rate, and the healthcare industry is no exception. Adoption of health-related apps doubled from 2013 to 2015—from 16% to 32%.<sup>1</sup> It's clear that patients, administrators, and care providers want the engaging mobile experiences that improve care and increase productivity; however, many healthcare organizations struggle with the complexity and risk associated with adopting new technology.

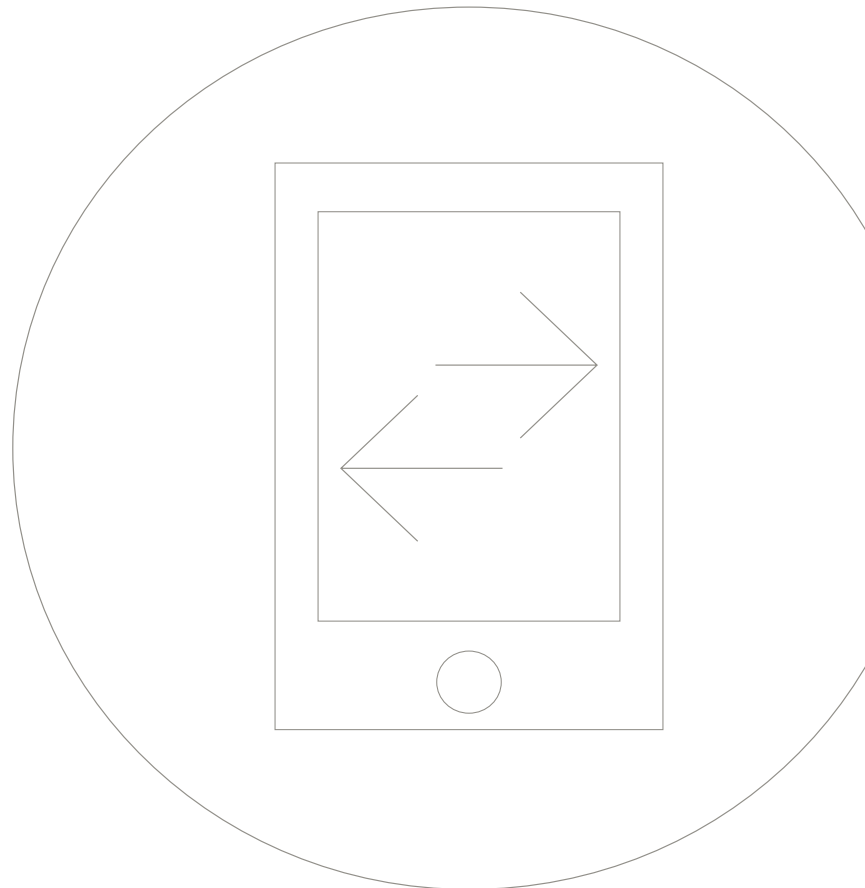
Healthcare is one of the most highly regulated industries, as well as one of the most heavily targeted by cybercriminals. Data breaches can result in costly litigation, significant regulatory fines, and lost revenue. Nearly 40% of consumers would abandon or hesitate using a health organization if it were hacked.<sup>1</sup> So how can healthcare organizations balance the benefits of adopting new mobile technology without risking compliance or a security breach?

Synchronoss Mobility is the solution. As the mobility component of the comprehensive Secure Mobility Platform, it provides the security and interoperability that healthcare organizations need to realize the full potential of the mobile revolution.

## BENEFITS

- Improve compliance with audit trails by tracking who modifies a document and when.
- Enhance collaboration by allowing doctors, nurses, and clinicians to communicate in real time securely.
- Expand the reach of your healthcare organization by leveraging secure telehealth and remote consultations.
- Securely access electronic health records (EHRs) or clinical trial databases.

SYNCHRONOSS MOBILITY HELPS HEALTHCARE ORGANIZATIONS ADOPT NEW MOBILE TECHNOLOGIES THAT FUEL INNOVATION, INCREASE PRODUCTIVITY, AND IMPROVE PATIENT CARE



23% OF ALL DATA BREACHES HAPPEN IN THE HEALTHCARE INDUSTRY<sup>2</sup>



## UNCOMPROMISED SECURITY AND PRODUCTIVITY

### SECURITY, FLEXIBILITY, AND CONTROL

Healthcare records are extremely valuable targets for cybercriminals. In fact, 23% of all data breaches happen in the healthcare industry.<sup>2</sup> It's critical for healthcare organizations to protect their records, but increasingly sophisticated cyberattacks make securing this data costly and complex.

Synchronoss Mobility makes securing highly sensitive protected health information (PHI) simple. By separating personal data and corporate data through secure containerization, Synchronoss empowers users to leverage mobile devices to access contact lists, email inboxes, and calendars; collaborate, share, and edit documents; and securely access custom or third-party applications.

### COMPONENTS OF SYNCHRONOSS MOBILITY

Synchronoss Lagoon is a secure container that allows you to house applications securely, so you can tap into innovative new technology while ensuring that corporate and customer data is safe. By encrypting data and isolating applications from native device protocols before communicating back to the corporate data center, Lagoon ensures that personal data and applications are unaffected while corporate data is kept secure. Lagoon gives your IT team control and flexibility, including control over password policies, copy-and-paste restrictions, and the ability to remotely wipe company data without impacting personal data on a device in the event of a suspected breach or lost device.

**Synchronoss Orbit** also offers a number of secure productivity applications that allow healthcare providers and administrators to collaborate securely with ease.



- **Orbit Mail** provides corporate email, contacts, calendar, tasks, and notes. Security and identity verification features keep applications fast and responsive, regardless of the user's device and location.



- **Orbit Browser** allows users to securely access intranet and Internet applications and approved cloud services without waiting for a VPN connection. It gives your IT team the option to develop innovative intranet applications, rather than mobile apps, for enhanced flexibility and security.



- **Orbit Drive** allows users to securely access, edit, annotate, and share any kind of file from your storage system. Users can assign keywords to individual files so other users can quickly find relevant information. Easily manage access by controlling who can access and share the document, when the document expires from Lagoon, and which people should receive email alerts when the document is changed. Users can also create and share simple Microsoft Office documents and take photos with the device's built-in camera.



- **The Mobile App Software Development Kit (SDK)** lets you manage custom or third-party apps and plug-ins within a secure container. Custom apps developed with the Synchronoss SDK can pull information securely from multiple cloud services, so you can turn the data generated from mobile application usage into valuable analytic insights.



## FEATURES AND CAPABILITIES

- Encrypt data using AES-256 and data in transit with Transport Layer Security (TLS).
- Manage password policies and copy-and-paste restrictions, and wipe all data from devices with altered operating systems.
- Deploy a solution that is compatible with both one-tier and two-tier DMZ network topologies.
- Manage user access, applications, and policies with Synchronoss plug-ins.
- Monitor CPU and memory utilization and device logs in real time.

## DESIGNED WITH SECURITY IN MIND

### INNOVATION UNHINDERED BY COMPLIANCE

Synchronoss Mobility was built from the ground up to meet the exacting needs of the highly regulated healthcare industry—including DEA and HIPAA compliance. Unlike many competitors that only offer fragmented systems that have been built piecemeal over years, Synchronoss offers an advanced, secure, holistic solution that meets the exacting requirements of the healthcare industry.

By making any mobile device a secure, productive extension of the desktop, Synchronoss Mobility allows doctors, nurses, clinicians, and administrators to collaborate and communicate quickly and more securely than traditional paper-based systems, without risking compliance. The secure container allows healthcare organizations to explore new innovative applications that can give their care providers the technology they need to improve patient experiences and increase productivity.

# HEALTHCARE USE CASES



Synchronoss (NASDAQ: SNCR) is the leader in mobile cloud innovation delivering security, mobility, identity, and analytic solutions for enterprises, mobile carriers, and retailers around the globe. Synchronoss enterprise solutions enable employee productivity without compromising security, allowing enterprises to realize the true power of mobility. For more information, visit us at [www.synchronoss.com/smp](http://www.synchronoss.com/smp).

1. *Top Health Industry Issues of 2016: Thriving in the New Health Economy*, PwC Health Research Institute, December 2015
2. Niam Yaraghi, *Hackers, Phishers, and Disappearing Thumb Drives: Lessons Learned from Major Health Care Data Breaches*, Brookings, May 5, 2016

## REALIZE THE PROMISE OF ENTERPRISE MOBILITY

Uncompromised productivity and security. Our Secure Mobility Platform meets today's needs and can help make tomorrow's possibilities a reality. It is designed to enhance and complement existing mobility investments, so you get a better ROI—and can finally realize the true power of mobility.

Synchronoss Enterprise delivers real mobility for enterprises with the most stringent security requirements. The Secure Mobility Platform enables highly regulated businesses to build toward modern mobility in a way that complements existing investments.

Synchronoss Enterprise, in a joint venture with Goldman Sachs and Verizon, is extending deeper into the enterprise to bridge the gap and solve the inherent complexity associated with mobility and identity.

Since 2000, we've provided cloud solutions and software-based activation to communication service providers across the globe. Companies such as AT&T, Verizon Wireless, Comcast, Time Warner Cable, Apple, and Microsoft have used our scalable technology solutions to allow their customers to connect, synchronize, and activate connected devices and services that power the connected world.

We know mobility. We know security. We can help your organization do secure business, everywhere.