

## Growth Strategies For The IT Channel

# Encryption At Point Of Capture Meets Healthcare's Need For Security

This solutions provider overcame internal security issues with a point of patient collection solution that secures data at the point of capture.

BY GENNIFER BIGGS

When CORE Business Technologies answered the call from an enterprise-size healthcare provider for an updated and secure point of patient collection solution that provided a consolidated view of patient financial obligations, it had the answer. The solutions integrator has been providing revenue management solutions since 1988 and knew exactly what this massive healthcare network required in terms of meeting customer expectations, payment needs, and healthcare compliance regulations. Then a challenge arose, fueled by in-house concerns about the security of data on terminals used by numerous staff for a variety of applications.

"The healthcare enterprise was looking at its internal processes in terms of risk, and they determined the enterprise needed to isolate or create a silo environment for payment points," explains Jeff Saucier, GM of products and business development at CORE Business Technologies. The problem with that determination, says Saucier, is that it eliminated the advantages of a widely accessible, integrated point of patient collection solution. "There were concerns

about the data before it reached the secure points of the system, such as at the point of capture, where it was vulnerable to a rogue employee or a key logging virus, whatever might have worked into the system."

To resolve that concern — and still deliver the revenue management advantages of the original solution — CORE Business

Technologies talked with PrehKeyTec, a point of sale vendor that had in its arsenal a secure keyboard solution that involved encryption technology. "We talked to them about how we could secure and encrypt data whether it was scanned or keyed in," says Saucier. He explains that with the encrypting keyboard from PrehKeyTec, the data from a customer's credit or debit card is safe from the minute it enters the keyboard, regardless of whether it is gathered through a track reader or keyed in by hand. The software included in the solution allows CORE Business Technologies to set policies around which fields should trigger encryption mode, and then the keyboard tackles the rest. This solution

alleviates concerns about data being unsecured at any point by protecting that data from key logging viruses or employees misusing information provided by patients. "PCI [Payment Card Industry] compliance addresses securing the process, transmission, and storage of card data," says Saucier. "With this, we tackled the missing element — capture — and moved our solution past what PCI requires."

### Solution Creates Differentiator For Revenue Management Solutions Provider

While the solution took about six months to validate and pilot before it could be deployed on the nearly 500 keyboards and workstations involved, Saucier says the effort was worth it. "We had to go through the extra engineering effort to marry PrehKeyTec with our base solution. But, now we have a standard, configurable, easily deployed offering that we offer all our customers," says Saucier. "That gives us a significant competitive advantage." CORE Business Technologies sells the encryption technology as part of its total revenue management solution, bundling various software, multifunction printers, PrehKeyTec MC3100 keyboards, scanning input devices, and more into a complete package, with each solution configured for the end user. Then, customers can have solutions on-site, or take advantage of a Software as a Service (SaaS) offering hosted in CORE Business Technologies' data center. All this helps the solutions provider explore a burgeoning market. "There is an emergence of a new POS market as copays and deductibles increase," explains Saucier. "There used to be a low level of interest in copays; now it's big business for healthcare. Collections at the point of service has emerged as a huge opportunity."

While the value of these solutions varies from customer to customer, Saucier says CORE Business Technologies has a customer that, in the first year, reduced write-offs for uncollected patient payments by \$19 million with a point of patient collection solution. "The uncollected patient payment write-off range for healthcare is 60% to 80%, so if you can help them collect even half that, it's huge," he adds. ●

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