

Secure virtual visits with BlueJeans by Verizon

Flyer

BlueJeans offers healthcare providers a cloud-based video conferencing service that is simple, easy to use and cost-effective to extend the reach of care. Using the BlueJeans service, healthcare providers can consult with patients in their hospital beds, at home or from a satellite location using a video-enabled device such as a laptop, a tablet or a mobile phone, along with a high-speed internet connection.

What is HIPAA?

The Health Insurance Portability and Accountability Act (HIPAA) is a federal law intended to protect the privacy of protected health information (PHI) while allowing healthcare providers access to pertinent information to enable and promote quality healthcare. HIPAA includes several rules and provisions, including the Security Rule.

What is required under the Security Rule?

HIPAA requires all covered entities and business associates to comply with the Security Rule.

The Security Rule requires covered entities and business associates to protect electronic PHI by using the appropriate administrative, physical and technical safeguards to ensure the confidentiality, integrity and availability of this information. The Security Rule addresses the technical and nontechnical safeguards that covered entities must implement to secure electronic PHI.

What is a business associate agreement (BAA)?

HIPAA requires covered entities and business associates to obtain assurances from certain service providers (business associates) with respect to PHI. In general, these assurances specify that the business associate will protect the PHI it receives and only use and disclose it for purposes of the services being provided and/or as permitted by law. A HIPAA business associate agreement, or BAA, between the covered entity and business associate can provide these assurances.

How can BlueJeans help covered entities comply with HIPAA?

BlueJeans understands that protecting PHI is critical, and it treats security and privacy with utmost importance. In considering their HIPAA obligations when weighing the use of telehealth and video conferencing services, healthcare providers often ask about both the Security Rule and BAAs. BlueJeans is proud to say that it has a HIPAA program designed to meet all applicable requirements under the Security Rule regarding confidentiality, integrity and availability of electronic PHI. BlueJeans also has a BAA that it will enter into with covered entities to help provide the needed assurances regarding use and disclosure of PHI.

BlueJeans for healthcare providers

- Platform-independent, multipoint video conferencing connectivity at up to 720p HD
- Flexible pricing models
- Video mobility—access to patients from virtually anywhere
- Interoperability with existing conferencing infrastructure

Security

Security has been built into the BlueJeans video conferencing service and infrastructure from the ground up, including:

- Highly secure AES 256-bit encryption to support HIPAA requirements for both data in transit and data at rest
- Secure colocation centers at multiple locations around the world
- Fully redundant network infrastructure and security management, including
 - Network firewalls and application firewalls
 - Vulnerability assessment
 - Patch management
 - Penetration testing
 - Denial-of-service (DoS) protection
- Fault-tolerant application architecture
- Highly available infrastructure
- Disaster recovery plan
- Real-time systems monitoring
- SOC 2 Type 2 compliance for security, confidentiality and availability

Potential uses and benefits

- Reduced in-person hospital and office visits
- In-home patient monitoring
- More available care for high-acuity patients
- Remote triage consultations
- Remote access to specialists from rural locations
- Reduced operational costs
- Remote education

If you would like additional information about BlueJeans and the benefits it can provide to healthcare providers, please contact your Verizon Business Account Manager.