

WHITEPAPER

Who uses Paubox and why

Find out why various organizations choose Paubox





The promise of Paubox is simple yet revolutionary: [HIPAA compliant email solutions](#), without the extra steps. Paubox Email Suite provides [Transport Layer Security \(TLS\) 1.3 encryption](#) and is [HITRUST CSF® certified](#), demonstrating that Paubox meets key regulatory and risk management requirements. But unlike any other email encryption solution available, Paubox encrypts every email by default. Once it's configured, our HIPAA compliant email solution does not require users to do anything at all to secure an email. Senders simply click “send,” and recipients simply click “open.”

No other solution offers email encryption that is so easy to use. Some of our competitors rely on cumbersome [portal-based solutions](#) that require patients to sign up for an account and remember a password just to open an email. This may be a secure communication method, but it also creates friction and is annoying for email recipients.

Other email encryption products put the responsibility for email security on the user's shoulders, requiring specific keywords or certain functions to secure an email. [But users are liable to forget or to make errors](#), leaving the organization vulnerable to a costly [HIPAA violation](#).

With seamless, always-on, zero-step encryption for every sent email, it's easy to see why Paubox has gained traction among healthcare organizations, large and small.

HIPAA compliance is crucial

In 1996, the Health Insurance Portability and Accountability Act ([HIPAA](#)) became law in the United States. HIPAA created a set of rules and requirements for how [covered entities](#) subject to HIPAA, from health insurance plans to hospitals, can use individuals' protected health information ([PHI](#)). It requires them to protect PHI, only disclosing it in certain specific situations. HIPAA aims to balance the need to share PHI—giving patients' medical record details to their doctors, for example—with a patient's right to keep their health information private.

Who uses Paubox?

As a zero-step, HIPAA compliant email solution, Paubox Email Suite is a popular choice for healthcare organizations that want to safeguard PHI without slowing down workflows or hampering their ability to communicate electronically with patients. However, any organization that exchanges sensitive information—whether inside or outside of the healthcare industry—can and should use Paubox.

Hospitals and health systems

Hospitals and health systems stand at the center of a web of patient information. HIPAA regulations have resulted result in many hospitals and providers using paper and [fax machines](#) to transmit PHI - both of which are slow, outdated methods. With Paubox, email communication is an easy choice, and both patients and providers benefit.

» [See how Clay County Hospital improved efficiency and patient care by using Paubox](#)

Behavioral health organizations

From therapists, psychiatrists, and other mental health providers to and addiction specialists, Paubox Email Suite is the ideal solution for behavioral health. It protects PHI while facilitating communication among multidisciplinary team members, case managers, patients, family members, state agencies, and others.

» [Find out how Frontier Behavioral Health saved its IT team 40 hours a week using Paubox](#)

Senior living organizations

For organizations serving older adults, including assisted living facilities, nursing homes, home health care, memory care, skilled nursing facilities, long-term rehabilitation facilities, hospices, and other places, it's crucial to be able to share PHI among facility staff, primary care providers, pharmacists, hospital-based providers or departments, state and local agencies, and other groups. A slowdown in information flow could result in an older adult not getting the right medication or staff not knowing about a provider's updated instructions.

» [Explore how Harbor Home Health & Hospice secured its email with Paubox](#)

Healthcare-focused nonprofits

Many nonprofit organizations are dedicated to helping the most vulnerable members of our communities. Paubox clients pursue wide-ranging charitable missions, from promoting independence for adults with intellectual or developmental disabilities to helping children with autism thrive, and from providing home-based services for low-income seniors to supporting people living with HIV. Although these organizations are not specifically healthcare organizations, they are often entrusted with PHI and are subject to HIPAA regulations.

» [Read about Easterseals Louisiana's success with Paubox](#)

Medical equipment, supply, and device manufacturers

From computer-generated artificial joints that conform to a patient's anatomy to specialized lab equipment to conduct testing for a rare genetic disorder, medical equipment companies often come across PHI in the course of their work. Paubox helps these organizations manage risk by ensuring 100-percent HIPAA compliance with every sent email.

» [Get to know durable medical equipment company, and Paubox customer, AeroCare](#)

Health IT companies

Health IT such as Paubox is inextricably linked with software and technology solutions to help providers, facilities, plans, and payors coordinate and share information to maintain [continuity of care](#).

» [Check out how Paubox helps Viz.ai transform stroke care](#)

Education organizations

School systems and education industry organizations of all stripes often have access to PHI. Whether it's state-mandated health information and school-based screenings or special education services, schools need to protect their students' privacy. At the same time, teachers and administrators may not be as attuned to HIPAA compliance as a typical healthcare industry professional might be. Paubox is a perfect solution because every email is protected without senders having to think about it.

» [Learn how Punahou School keeps student information secure with Paubox](#)

Why organizations use Paubox

Across the Healthcare industry and beyond

Our job is to make a customer's decision to use Paubox a no-brainer. Once organizations learn what Paubox Email Suite can do to protect their data and keep them HIPAA compliant, the question we hear most often is not, "Why use Paubox?" It's "Why wouldn't we use Paubox?"

Top 10 reasons companies choose Paubox

- 1 They want to get serious about security and choose Paubox because our solution offers the reliable email encryption they're looking for.
- 2 They are worried about incurring fines and damaging their reputations with a HIPAA breach.
- 3 They are concerned about hackers wreaking havoc with [malware](#), [phishing](#), or [ransomware](#) attacks and want to benefit from our inbound security solutions, including our patent-pending [ExecProtect](#) feature that stops [display name spoofing](#) attacks before they reach the inbox.
- 4 They recognize that the biggest threat to security is [human error](#), so they want a solution that encrypts every email by default.
- 5 They work in fast-paced environments where wasting time hunting down passwords or dealing with portals creates workflow bottlenecks, so they want solid email encryption that doesn't slow down the flow of communication.
- 6 They want a complete email security solution in one platform such as Paubox Email Suite that offers a range of email security tools in one convenient package.
- 7 They want to get up and running with HIPAA compliant email quickly.
- 8 They appreciate excellent customer service with a quick response time and knowledgeable staff dedicated to their organizations' success.
- 9 They want to get value out of their business investment, such as reduced risk, increased security, and peace of mind – priceless.
- 10 They are tired of dealing with the cumbersome, multistep requirements of their current email security provider and want a seamless, simple experience for both senders and recipients that makes internal teams and external stakeholders happy.

CUSTOMER SUCCESS STORY

Inclusa

About Inclusa

Paubox Email Suite provides encryption for 100 percent of Inclusa's emails, without the hassle of portal-based or keywordbased solutions. For Inclusa, that translates to more time devoted to its mission.

Inclusa is a Wisconsin-based managed care organization with 1,200 employees and a network of 6,000 providers serving more than 15,500 members with patient-focused long-term care services and support. The organization's goal is to build a more vibrant and inclusive community so that all people can thrive.

Inclusa's members are primarily adults with disabilities and frail elders. Care management is an integral part of the company's work and is referred to as **Commonunity**®.

Members are assigned a nurse and a social worker who connects with them to understand their goals and build a long-term care plan.

Company snapshot

- Founded in 2000
- Number of locations: 37
- Paubox customer since 2019
- <http://inclusa.org>

Paubox Email API goals

- Make it easier for providers and members to receive emails containing protected health information (PHI)
- Simplify the process of sending PHI over email to make employees' jobs easier
- Reduce the time Inclusa's IT team spends dealing with secure email-related support tickets

Industry

- Managed care

Use case

- Transmit PHI over email in a reliable, secure way

Used solution

- [Paubox Email Suite](#)

Favorite features

- Every email is encrypted automatically
- Easy implementation
- Excellent customer service

Challenge

With providers, employees, and members scattered across 51 counties, Inclusa needed a reliable, secure way to transmit PHI over email. The team tried Zix, a portal-based solution, as well as Microsoft 365's secure email offering. All of the options Inclusa tried presented real problems in communicating with providers and members. "The other solutions we tried were a real challenge for our providers, most of which are small offices. Providers would forget their passwords and not be able to log in to the portal," explained Josh Jandrain, Inclusa's chief information officer. Portal-based encryption systems are often clunky and hard to use, requiring recipients to sign up for a password-protected account in order to view the email message, which not everyone will be willing or able to do. Keyword solutions, on the other hand, place the burden on the sender to remember to add specific words to the email's subject line to trigger encryption. Inclusa's IT team spent hours each week providing support for these encryption systems, resetting passwords, walking recipients through the retrieval process, handling support tickets, and auditing email usage. All of the time they were spending handling secure email hassles could have been spent helping patients.

Solution

Jandrain learned about [Paubox Email Suite](#) at the 2019 HIMSS conference, and he knew that it was just what Inclusa needed. "At first, I thought it was too good to be true. Paubox Email Suite was exactly what we were looking for," Jandrain said. Paubox Email Suite is different from other secure email solutions because it encrypts email behind the scenes. Every email is encrypted—all a sender has to do is hit "send." And even better, all the recipient has to do is hit "open" to read it—no portal, no password required. In addition, Paubox Email Suite is [HITRUST CSF certified](#), the gold standard of security in the healthcare industry. Paubox Email Suite's implementation process was easy, with onboarding, configuration, and testing all supported by the Paubox team. "It didn't take us long to roll it out. A couple of weeks, and we were switched over. It was really simple," Jandrain explained.



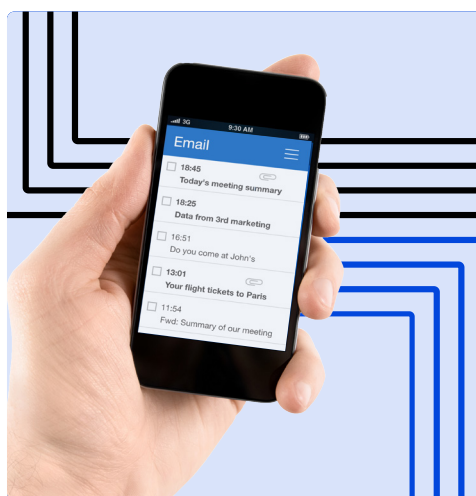
"[Paubox Email Suite] is one of the easiest products for email encryption that we've ever implemented. The nice thing is that it just works."

Josh Jandrain
Chief Information Officer, Inclusa



Results

In one year, Inclusa has used Paubox Email Suite to seamlessly and securely send more than 1.3 million emails. What's more, implementing Paubox Email Suite has saved Inclusa's team serious time. Jandrain estimates that Paubox has freed up 20 hours a week—equivalent to half a week's work for a full-time employee. "It wasn't nearly the support burden that the other solutions were. It was so much easier and so intuitive for everyone," noted Jandrain. Inclusa's provider network was delighted by the ease of use as well. "Our provider offices work with so many managed care organizations and other companies, but this change really made it easier for them to do business with Inclusa," Jandrain said.

A hand holding a black smartphone. The screen displays an email inbox with several messages. The messages include: "18:46 Today's meeting summary", "18:25 Data from 3rd marketing", "16:51 Do you come at John's", "13:01 Your flight tickets to Paris", and "11:54 Fwd: Summary of our meeting". The background of the image features a blue and white geometric pattern of lines.

Experience how Paubox helps your organization get – and stay – HIPAA compliant

Start Paubox Email Suite for free



Paubox is the only HIPAA compliant email provider with zero-step encryption on all sent emails.

There are no portals, plugins, or extra steps to send secure data. Recipients have it easy, too, without needing to log in to a portal or set up a new account just to view a message. This makes it easy to incorporate secure email into your workflows rather than utilize a cumbersome portal-based system.

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