

## **Virtua Selects EnableCare To Identify and Protect Sensitive Patient Information**

*EnableCare's Sensitive Data Service Provides Virtua With The Ability To Identify Sensitive Personal Health Information in Compliance With Federal, State, And Institutional Regulations In A Timely And Cost Effective Manner.*  
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**LEAWOOD, K.S. and MARLTON, N.J. — February 8, 2011** — Virtua , a four-hospital system recognized for excellence in clinical care and process improvement, has selected EnableCare's Sensitive Data Service (SDS) to review all textual information that Virtua will make available to community physicians via its Health Information Exchange for sensitive information as defined by federal, state and institutional regulations.

EnableCare's SDS combines a sophisticated context-sensitive lexical analyzer tailored to the unique needs of healthcare information with manual review for cases where the context is complex or affected by provider syntax. The service has support for all categories of sensitive information promulgated by federal, state, local and institutional regulations and standards such as HIV, sexually transmitted diseases, mental health, reproductive health, substance abuse, physical or sexual abuse, specific medications, genetic testing and socially sensitive information.

Virtua is using SDS to review patient reports including those from their radiology, cardiology, surgery, anatomic pathology, and emergency departments as well as transcribed reports, discharge and outpatient visit summaries prior to providing access to patient information via their Health Information Exchange. "The ability to have specific and consistent review of patient clinical information is critical to Virtua's commitment to patient privacy and maintaining the appropriate balance between privacy and authorized access to information," said Beth Juliano (Assistant Vice President of Health Information Management for Virtua).

The service is implemented as a standard SOAP service. It can be deployed as a national service or implemented for a single provider organization. As a national service, the solution supports national standards for protection of patient identifiable information by implementing the latest guidelines for protection of healthcare information published by the Department of Health and Human Services. All data is encrypted in transit from and to the originating system, at rest in the service's database and on backup.

"The ability to effectively identify and protect sensitive patient information is key to operationalizing Virtua's commitment to provide the highest level of care by sharing clinical documents with authorized providers," said Alfred Campanella, Virtua's Vice President and Chief Information Officer.

“EnableCare addresses an emerging critical challenge of healthcare providers — how to make current and historical clinical information available to authorized providers and at the same time protect confidentiality of sensitive clinical information as mandated by national, state, local and institutional regulations. The traditional issues with textual information are solved by using SDS to analyze these reports, apply specific sensitivity rules and indicate if the report needs to be additionally protected. The ease of integration into the workflow of the institution and its clinical systems takes advantage of health enterprises’ investments in existing health IT solutions and makes it possible for the entire organization to be compliant with laws regarding sensitive information,” said Robert Dieterle, EnableCare’s Founder and CEO.

### **About Virtua Health**

Virtua is a comprehensive multi-hospital healthcare system headquartered in Marlton, NJ. Its mission is to deliver a world-class patient experience through its programs of excellence in cancer treatment, cardiology, orthopaedics, women's health, pediatrics, surgery and neuroscience. A non-profit organization, Virtua employs 8,400 clinical and administrative personnel, and approximately 1,800 physicians serve as medical staff members. Virtua has distinguished itself as one of the first Six Sigma organizations in healthcare, as an early adopter of clinical and digital technologies, and for its innovative partnerships with nationally renowned organizations such as [GE Healthcare](#), [Fox Chase Cancer Center](#) and [A.I. duPont Hospital for Children](#). It has been honored twice with the New Jersey Governor's award for Clinical Excellence and recognized with the Leadership Award for Outstanding Achievement by Voluntary Hospitals of America. Virtua has been honored as the #1 Best Employer in the Delaware Valley for five consecutive years by the *Philadelphia Business Journal* and is the recipient of the Consumer Choice Awards by National Research Corporation. Virtua is proud to be the official southern New Jersey sponsor of the Go Red for Women and Start! Walking Movements. For more information, visit our website at [www.virtua.org](http://www.virtua.org) or call 1-888-VIRTUA-3 (1-888-847-8823)

### **About [EnableCare](#), LLC**

EnableCare provides unique solutions for HIE adoption and usability that focus on protecting sensitive information and screening, normalizing and converting data from health plans into standard clinical transactions that can be consumed by HIEs, hospital / IDN EMRs and physician office EHRs. With more than three decades of experience providing and managing solutions for healthcare, the company’s founders understand the issues related to physician adoption and utilization of shared clinical information. For more information, visit [www.enablecare.us](http://www.enablecare.us).