Personify Care Pty Ltd

Smarter Safer Patient Care - Beyond the Hospital Stay

Privacy, Security and System Overview

2019

personifycare.com

Company Background

Personify Care Pty Ltd (ABN 95 601 519 573) is an Australian registered company based in Adelaide, South Australia. Personify Care currently operates in Australia and the United States providing easy to use software for monitoring patients before and after their hospital admission or clinical treatment.

Personify Care allows clinicians to deliver personalised clinical information and assessments to patients based upon each patient's individual procedure and recovery profile. Personify Care is a HIPAA compliant platform in the US and meets all requirements of the Australian Privacy Principles for Australian patients. Personify Care is being used by healthcare professionals, surgical practices and hospitals to deliver personalised care across thousands of patient interactions.

Whether using locally developed clinical information and questionnaires or following internationally recognised standards of care such as ICHOM (http://www.ichom.org/), Personify Care allows clinicians to configure protocols to fit into their existing workflows within minutes (not weeks). At all times, clinicians maintain control of and responsibility for the protocols being delivered to their patients.

Personify Care is backed by private investors and is well positioned to continuously develop its mobile platform to serve a global market in which patients are more mobile and connected than ever before.

Personify Care is also backed private investors and the Australian federal government via the Accelerating Commercialisation program and is well positioned to continue to invest technology development.

Customers are at the center of our Australian-based product engineering team. Our product roadmap is guided by clinician feedback and industry best practice for delivering a new level of user experience to clinicians and patients.   All our software engineering activity is conducted in Australia.

Privacy

As a healthcare technology company, we operate in accordance with all applicable privacy and data protection laws. Doing so is fundamental to both our values as an organization and our ability to create product experiences that have a meaningful impact for our users. We take the trust our users put in us very seriously and protect their privacy through our use of strict policies and best-in-class data protection technologies for handling personal information.

For users located in Australia, Personify Care collects, holds, uses and discloses personal information in our data centers located in Australia as required by the Australian Privacy Principles (APPs) contained in the Privacy Act 1988 (Cth) (Privacy Act).

For users located in New Zealand, Personify Care collects, holds, uses and discloses personal information in our data centers located in Australia as required by the New Zealand Health Information Privacy Code 1994 as amended and the privacy rules contained in the Privacy Act 1993 as they relate to health information.

For users located in the United States, Personify Care collects, holds, uses and discloses personal information in our HIPAA compliant data center located in the United States in accordance with all applicable privacy and data protection laws.

Our full Terms of Use are published here:

https://app.personifycare.com/common/terms_of_service

Our Privacy Policy in Australia can be accessed at any time via:

https://www.personifycare.com/privacy-policy

Our Privacy Policy in New Zealand can be accessed at any time via:

https://www.personifycare.com/privacy-policy-nz

Our HIPAA notice can be accessed at any time via:

https://www.personifycare.com/HIPAA

Reliability

The Personify Care service is delivered through high availability infrastructure. All services are monitored 24/7 and the service is delivered through fully redundant network and hardware infrastructure with automated failover functionality. Daily encrypted data backup and restore procedures are in place and tested regularly.

Implementation and Integration

Personify Care is a secure cloud-based platform that has been rolled-out by healthcare organisations:

- Within 7-14 days.
- With no changes to clinical protocols or workflows
- With no lengthy upfront implementation / installation
- With nursing / clinical staff using it after a 15-minutes induction
- With no special hardware needed for the organisation or patient.
- Can be accessed securely across multiple locations - no data is stored on patient / clinician devices or desktop equipment

Enterprise customers have access to the Personify Care API (Application Programming Interface) to enable information captured beyond the hospital stay to be used to augment the patient's existing medical record in an EMR or patient management system. If your organisation is still using paper records, then the additional patient information can be printed as a pdf document.

Personify Care's restful API provides full support for secure authentication, patient ID mapping, HL7 standards and has been successfully integrated into other patient systems to ensure patient records are stored centrally and no double entry of patient information is required.

System Overview

The Personify Care platform consists of two end-user components:

- **Clinical dashboard**

  Used by clinicians to configure clinical protocols, detect patient risks early, record early interventions and review patient progress.

- **Patient checklist**

  Used by patients to follow their personalised protocol. That is to receive information they need to know, complete actions they need to do and report progress about their recovery by completing clinical assessments.

Underpinning Personify Care is a learning system that uses patient interaction data to model and continuously optimise the patient response rate. This ensures for example that the timing, frequency and medium of patient interactions can be tailored to reach a patient when it's most convenient for them and ensures clinicians have timely visibility to their progress. The platform also provides clinicians and researchers the ability to run randomised experiments different protocols and identifying key drivers for improved patient outcomes. Below is a diagram depicting the system architecture:
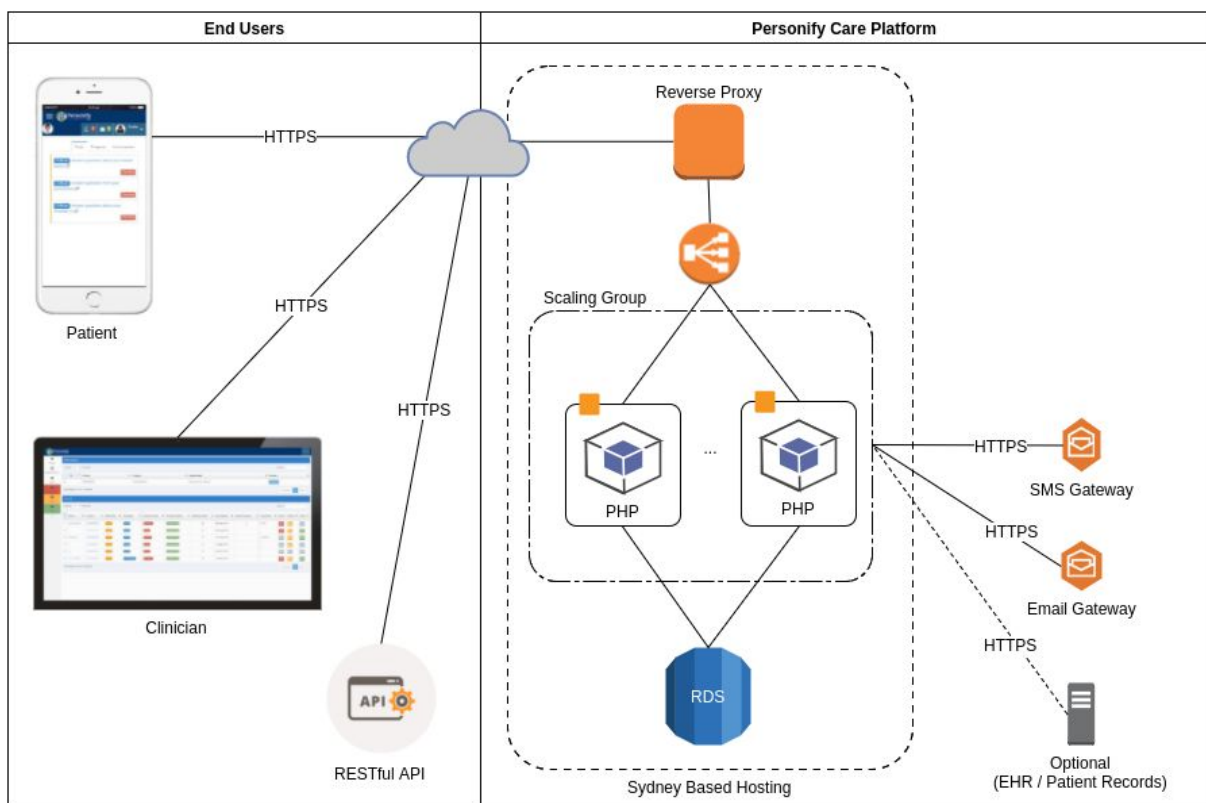
Data Security

To protect your personal and health information, Personify Care adopts a number of best-practice security measures including:

- Encryption of all data in transit using HTTPS (256-bit TLS) encryption, using RSA 2048 bits key
- Data encrypted at rest using AES 256-bit encryption
- Storage of all Australian user data in ISO 27001, ISO 27002, SOC 1/2/3, and PCI DSS Accredited Data Centres located within Australia
- Storage of all US user data in ISO 27001, SOC 1/2/3, FedRAMP, DoD CSM, HIPAA, and PCI DSS Accredited Data Centres located within the United States
- Data centre physical security is protected by biometric authentication, key-cards, and 24x7x365 surveillance
- Two-factor authentication to verify user identity and strong password enforcement
- Passwords are encrypted by a one-way hash function (bcrypt), using salt
- Monitoring and regular auditing of user login activities

Vulnerability Prevention

- Regular scans are performed against the infrastructure
- Installed packages are monitored for known vulnerabilities
- The system has undergone external penetration testing
- Code review is done before every major change to the code base as part of the release management process
- System is evaluated against the OWASP Top 10 vulnerabilities
- CSRF tokens are implemented to protect against CSRF attacks
- All input is filtered against XSS injections
- All SQL access goes through a data access abstraction layer, sanitizing variables passed in to prevent SQL injection

Frequently Asked Questions

Q. Is data at rest encrypted?

-   Yes, using AES 256-bit encryption

Q. Are there regular external vulnerability scans?

-   Yes. ThreatStack / OpenVAS

Q. Where is data stored?

-   Data for Australian and New Zealand users is held in Australia. Data for US users is held in the US.

Help desk and support

Enterprise customers are provided with full online and telephone support during normal business hours. All new clinical users are provided with full online induction and support within 48 hours of signing up for a new account.

Personify Care's Support Centre can be contacted via:

Live chat via www.personifycare.com

Email contact@personifycare.com

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