

## Press Kit: Insight Notes In-App Purchase Description:

Insight Notes' secure backup and encrypted exporting service was designed with the understanding that the biggest security problems that users will face are those that they don't know they have. As more healthcare data moves to electronic format, security breaches are projected to increase in number, especially for mobile applications.

The Insight Notes backup system was born out of the recognition that the vast majority of security breaches stem from misconfigured applications and user error. Users are concerned about the prospect of an accidental data breach, and the data from available security white papers support these concerns. Mobile security breaches are projected to climb dramatically over the next 2 to 3 years as users are now able to take their sensitive data with them wherever they go. (<http://gtnr.it/1hlpOIO>)

At this point in time, almost all users are aware of the threat of computer viruses and malware. Unfortunately, however, the majority of computer security white papers reveal that though computer viruses and malware are significant problems they do not account for the majority of security lapses. The majority of security lapses occur via improper permissions, misconfigurations, and other user errors. The 2013 Hewlett-Packard Security Research Cyber Risk Report indicated that "80% of applications contain vulnerabilities exposed by incorrect configuration." Broadly speaking, "52% of security issues [in mobile apps] were a result of insecure client-side operation." (<http://bit.ly/1hlw3pW>)

The conflict between the convenience vs. security risks of mobile devices presents a challenge for clinicians who wish to spend their time on their clients, not on their technology. We designed the Insight Notes backup service to solve this dilemma. Insight Notes is designed to make mobile notetaking efficient *and* secure. Whereas other notetaking programs do not come with built-in HIPAA-compliant backup, encryption, or secure exporting, the Insight Notes backup service is an inclusive system with an automatic business associate agreement. The subscription service is designed to free users from having to manage the separate issues of compatibility, security updates, and custom configurations that accompany other mobile notes programs.

Mobile applications also face some unusual challenges in that the app marketplace is dominated by apps that *facilitate* information sharing. Developers of secure solutions such as Insight Notes need to be particularly mindful that the user environment militates heavily in favor of collaboration, sharing, and the free-flow of information. In a legal/regulatory environment where an errant click can result in thousands of dollars in fines, apps like Insight Notes need to take extra precautions. With Insight Notes it is very difficult, if not impossible, to accidentally disclose sensitive and confidential information.

The cost for the Insight Notes backup service is relatively modest compared to other HIPAA-compliant services (which are unfortunately much more expensive to operate than

ordinary cloud services). Our goal is to provide a value for the monthly subscription that far exceeds the subscription fee. We want our users to get more out of the service than they put in. Thus, the cost for the backup service provides not only the data storage for the backup service, but also provides access to an encryption service which allows users to locally encrypt and securely export their notes to whoever they wish. Our server application has been built to facilitate the secure transmission of the sensitive documents in an uncomplicated and straightforward manner. This is a function that would ordinarily require access to encryption programs on both the sender's and receiver's side.

The data from our early users suggest that the backup service provides a compelling value. Users report that they complete notetaking in about  $\frac{2}{3}$  the time than they would if they were taking notes with a word processing program or online EHR. Insight Notes produces these time savings by eliminating/speeding a lot of manual tasks that most users take for granted, but which eat into the time associated with clinical work. These include tasks such as loading the computer, logging in, opening the documents, clicking through menus, saving to a file and folder, backing up the files, performing security upgrades and patches, etc. With Insight Notes these tasks are reduced or eliminated, which allows users to simply take a note and get back to work with clients.