

## Sophrona Solutions expands their formal HIPAA Compliance Program, with ongoing external legal counsel review- ensuring patient privacy, security and confidentiality.

Minneapolis, MN (September 23, 2008) -- Sophrona Solutions, the leader in online patient communication solutions for ophthalmology, has expanded their HIPAA compliance program ensuring all employees, consultants and contractors act ethically in safeguarding client and patient protected health information (PHI). Sophrona has additionally taken its responsibility one step further by adding Jackie Darrah, a shareholder at Halleland, Lewis, Nilan and Johnson, who specializes in health care law to its advisory board.

A broader updated Information Security Policy has been formalized as part of Sophrona's HIPAA compliance program to demonstrate the company's commitment to maintaining the privacy and security of (PHI) of its clients' patients. In doing so, Sophrona continues to meet or exceed the majority of the criteria set by the Health Insurance Portability and Accountability Act (HIPAA) the federal law that requires those who handle PHI to protect the privacy, security and confidentiality of the information.

"Involving legal counsel in an ongoing effort to review HIPAA compliance is a fine example of care for patient data on the part of a healthcare software company." said Ms. Darrah. "My role on the Sophrona advisory board is to assist with the ongoing review of patient privacy and security strategies as well as to help shape corporate strategic thinking about patient data and its management.

Sophrona further demonstrates its commitment to safeguarding PHI through the expansion of its HIPAA Compliance program by instituting a security officer role, ensuring all client relationships are governed by a HIPAA Business Associate Agreement (BAA), conducting formal HIPAA training for all staff, enacting employee privacy and confidentiality contracts, establishing a disaster recovery plan, and formalizing software change management. PHI, or protected health information, is any information about health status, provision of health care, or payment for health care that can be linked to an individual, and can be interpreted broadly to include any part of a patient's medical record, demographic information or payment history.

Sophrona's policy helps to ensure PHI, as well as the confidential information of clients and employees, remains secure and controlled at all times. "Sophrona has always chosen to comply with the HIPAA guidelines. This is nothing new for us." stated Mike Papp, IT Security Manager and Security Officer for Sophrona Solutions. "Now we are simply choosing to go above and beyond what is expected of us as a non-covered entity. We want our clients to feel safe when they give us their patients' information, and aligning ourselves with HIPAA and other leading security standards brings a great sense of comfort to our clients."

### **About Sophrona Solutions:**

Sophrona Solutions is an innovative healthcare technology firm offering profitable patient communication solutions to ophthalmology practices nationwide. Designed by ophthalmologists, Sophrona's online marketing services, secure patient portal communication software, and data analysis tools give practices a comprehensive suite of patient relationship management tools to improve clinic efficiency, grow patient volume, and increase profitability. For more information, visit [www.sophrona.com](http://www.sophrona.com).