

### Add Value with Direct Secure Messaging

The DataMotion Direct Developers Program is a fast and cost effective way for Health Information Technology (HIT) software vendors to implement Direct Secure Messaging (Direct). Direct is the nationwide standard for securely exchanging clinical data via the Internet.

Clinical systems enabled with Direct can yield millions of dollars in Meaningful Use Stage 2 (MU2) incentive payments to providers, while also serving as the on-ramp to the Nationwide Health Information Network (NwHIN). The NwHIN provides interoperability among disparate systems, and lets providers exchange Protected Health Information (PHI) across geographic and technological boundaries to provide the highest standard of patient care.

### Quick and Easy Integration

The DataMotion Direct Toolkit, part of the Developers Program, offers a rich set of open APIs, web service calls, documentation, and support. You can quickly embed Direct capabilities into your Electronic Health Record (EHR), Health Information Exchange (HIE) software solution, patient portal, or Personal Health Record (PHR).

Developers familiar with standard communication protocols, including HTTP, XML, and SOAP will be able to use the Toolkit with minimal training and support. Additional intergration offerings include SMTP/POP3, embedded web frame, XDM and XDR are also available. It's fast. It's smart. It's easy.

### Focus on What You Do Best

As a Health Information Service Provider (HISP), DataMotion does the heavy lifting to comply with Direct protocols, shielding you from the complexity of provisioning and managing Direct addresses, digital certificates, encryption, message routing, and message delivery confirmation. Allowing you to focus on developing and supporting your core offerings, while still being able to deliver a comprehensive solution to your customers.

### Gain Competitive Advantage

By drastically reducing development cycles, accelerating time to MU2 certification, and speeding MU2 incentive payments to your providers, you'll gain a competitive advantage. Specific advantages include:

- **Cost Savings:** Direct services are available today at scale via an established and proven SaaS platform. No need to invest capital in Direct infrastructure, and deployment risks will be mitigated.
- **Seamless Integration:** DataMotion's API executes Direct behind the scenes, extending HIT product functionality without disrupting existing workflows or user interfaces.
- **Trusted Partnership:** For over 14 years, secure data delivery has been the core of DataMotion. DataMotion maintains leading knowledge through its participation in Direct Project working groups and is independent of entities whose businesses might conflict with those of its partners.

### BENEFITS

- Go to market ahead of schedule
- Meet MU2 secure data exchange criteria
- Easily integrate with complete and modular EHRs Instantly gain access to 14+ years experience from a partner singularly focused on secure messaging
- Integrate without disrupting existing workflows or user interfaces

*"We successfully transmitted Direct messages within hours of accessing DataMotion's development toolkit, and with little incremental effort, secured ONC-ACB certification."*

- W. Sanders Pitman ,

General Manager, SuccessEHS



## Everything You Need to Implement, Deploy and Support Direct Secure Messaging

### Toolkit & Development Services

- Integration options for your development needs
  - » Integration via APIs and web services
  - » SMTP, POP connectivity
  - » XDM/XDR
  - » Embeddable web portal
- API documentation including integration code samples
- Easy-to-follow implementation guide
- Engineering Support & Tier I/II technical support
  - » Product integration
  - » Third party certification testing
- Trial accounts for implementation testing
- Validation and verification of test implementations
- Ongoing support for evolving Direct rules and regulations
- Portal co-branding

### Reseller Support

- Discounted partner pricing based on quantity of Direct licenses sold
- Automated portal for rapid onboarding of providers
- Product training for sales and support teams



### Additional Technical Specifications

- + EHNAC DTAAP HISP certified candidate
- + FBCA Cross-certified LOA3 Basic and Medium digital certificates
- + Qualified participant in Direct Trust transitional trust bundle
- + Industry standard encryption: S/MIME, AES, TLS, SSL,
- + Communication protocol standards: XDM/XDR+SOAP, SMTP, HTTPS, POP3
- + Support for all standard web browsers
- + Native support on iPhone, Android, and other mobile devices
- + No software or apps to install for users
- + 100 MB default message size (expandable to 2GB)
- + 500 MB default mailbox size (expandable to 5GB)
- + SSAE 16, SAS 70 Type II Certified Data Center



*"Above and beyond your products, we are even more satisfied with the DataMotion support team. They have jumped on client calls on the spur of the moment to troubleshoot issues, provided content for presentations, quickly answered every single question we've thrown at them and worked late nights to help iron out the kinks. That's above and beyond what we would expect, and we couldn't be happier."*

- Luke Shipman  
Senior Director Business Development  
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