

Adding a Secure Message Channel to Your CRM

Increasing your Customer Service Representative (CSR) productivity while improving member service can drive down costs while increasing revenue – an improvement at both ends of the financial spectrum. In many industries, this is achieved by adding standard email communications to the CRM channel mix.

Unfortunately for companies providing health insurance coverage and dealing with regulations that cover protected health information (PHI), a standard email CRM channel is not a compliant option. And most secure email encryption products create ‘service silos’ that inconvenience your members with extra logins and separate web portals.

Fortunately, DataMotion has a solution. Now you can add a secure and HIPAA compliant email and document sharing channel fully integrated with your web portal and CRM system.

“DataMotion has reduced overhead costs for both our clients and my company. It has given us the ability to increase productivity in our office which increases our client’s monthly revenues. DataMotion is affordable, efficient, and the best solution for my company!”

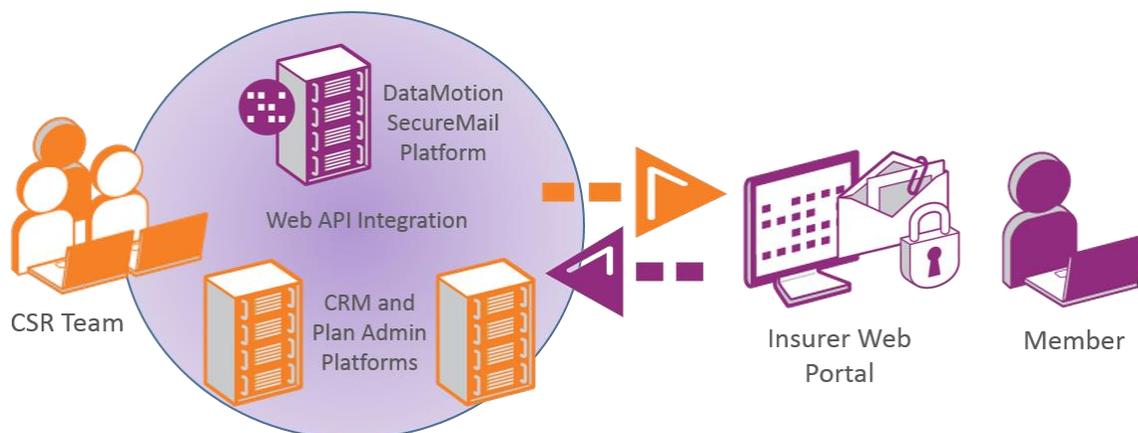
- Jodi Krusely, President & Owner, Physician Healthcare Solutions LLC

Expanding Secure Member Conversations

You already have a website that your members log into, and you have a CRM system that enables you to manage member conversations. The DataMotion SecureMail platform enriches your CRM and website with a Web Services API that you use to integrate track-able and reportable secure email and file transfer, all from within your existing web portal and login.

How It Works

DataMotion’s SecureMail Platform hub and spoke architecture means that you can use our API features to create a connector between your infrastructure and the SecureMail platform. Since the DataMotion API uses standard web services interfaces, development resources are readily available and development time is reduced.



Compliance, Ease of Use and Efficiency

When a member logs into your customer portal, they may download forms and review coverage details or recent statements. By integrating the DataMotion API into this portal, your members and CSRs can securely exchange messages and attachments without an additional login, key exchange or trip to a different secure email portal. Members will find a benefit in the presentation of messages as a conversation that includes both sent and received messages. For those members who need to submit structured information, the DataMotion API also supports secure HTML and PDF form data. These extended interactions benefit from the same compliance auditability that all DataMotion products receive from the SecureMail platform.

Benefits

Meets compliance requirements for data in motion as specified by HIPAA, HITECH, PCI, FERPA, GLBA and others

Private, trusted, secure conversations with your members

Integration with your CRM and internal application workflows

Integrate SecureMail mailboxes into an existing website

Simple and secure file exchange and form submission

Compliance - Exchange information with confidence that conversations remain secure and compliant during transit and in storage

Immediate cost containment - Cut the cost of faxes, printing, postage and courier services

Features

Standard Web Service APIs for:

- Account authentication
- Account provisioning
- Message and file transfer
- Sent and received message listing
- Interaction tracking and reporting

Authentication API provides Single Sign On

Attach documents and images up to 2GB

Compatible with Siebel, other CRM systems and business process applications

For more information contact us: sales@datamotion.com

CONTACT US WITH QUESTIONS:

Toll-Free: 1.800.672.7233 Tel: 1.973.455.1245 Fax: 1.973.455.0750

Email: info@datamotion.com www.datamotion.com

DataMotion, Inc. 200 Park Ave Florham Park New Jersey 07932