

## DataMotion™ Direct Healthcare Provider Directory (HPD)

### Defining the 'need'

The Direct Secure Messaging (Direct) protocol was introduced by the US Department of Health and Human Services in 2010 as part of a nationwide program to accelerate the migration of medical records from paper to electronic format, and to exchange the electronic versions efficiently and securely. The Direct protocol specifies a simple, secure, scalable, open standards-based way for healthcare participants to send authenticated, encrypted health information directly to known, trusted recipients over the Internet. In simple terms, the Direct security specifications are intended to say “messages go where they are meant to, are not altered during transmission, and are not seen by anyone for whom they are not intended.” Direct is based on the email paradigm, and all participants are issued an address for sending and receiving messages with other Direct addressees.

The rapidly growing number of healthcare professionals with Direct addresses underscores the need for Direct subscribers to discover Direct addresses assigned to specific individuals and organizations. Direct Secure Messaging has the power to enable electronic health information exchange between disparate systems, but recipient addresses must be easily discoverable in order to achieve this.

### Solution

A standard feature for all DataMotion Direct accounts is access to the DataMotion Healthcare Provider Directory (HPD). The DataMotion HPD is a growing Direct subscriber information database that allows any DataMotion Direct user to search for their intended Direct recipient by a variety of criteria, including:

- Provider name
- National Provider Identifier (NPI)
- Healthcare organization name, street address
- Medical specialty
- Function/role and many others

DataMotion also has HPD sharing agreements with many other Health Information Service Providers (HISPs) of Direct as well as the DirectTrust organization, in order to continuously grow the HPD and connect healthcare organizations and professionals across the country.

In addition, the DataMotion HPD is integrated with the nationwide NPI Registry, enabling updates and appending data for individual records in the directory.

“The combination of address directory, cross-system interoperability, and HIPAA-compliant security make the Direct Secure Messaging network the best and most efficient way to exchange health information.”

- Hugh Gilenson  
Director, Business  
Development  
DataMotion Health



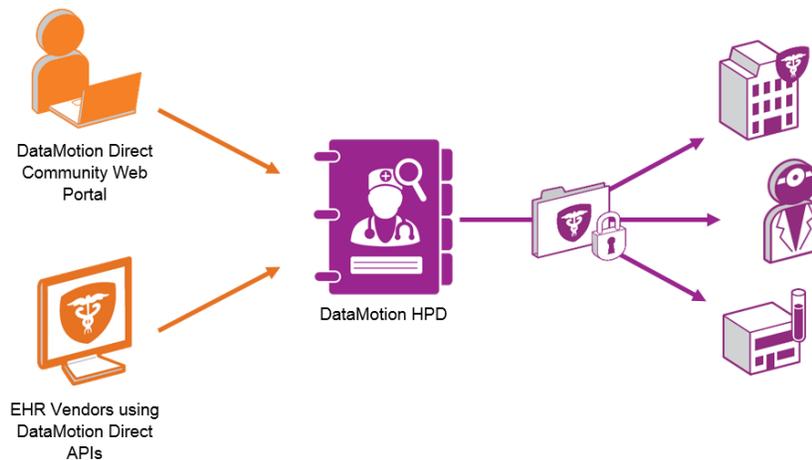
## How It Works

### For DataMotion Direct Community Web Portal Users

For users of the DataMotion Community Web Portal (CWP), access to the DataMotion HPD is available through the search field integrated into the CWP Address Book function. Users can search the DataMotion HPD by provider name, organization, location, NPI, or specialty to discover a Direct address. Once an address is found, a user can set the address in a message or save it to their address book.

### For DataMotion Direct Integration Partners

Comprehensive access to the DataMotion HPD is provided via the HPD Web Services API for EHR software vendors and other health IT solution providers. It allows HPD integration into an application user interface. The web services API exposes search functionality using the same parameters so it can be integrated into existing software and workflows.



Features	Benefits
Extensive Data Set	Over 20 searchable data fields allow for better search accuracy
NPI Registry Integration	Regularly checks the NPI Registry to update and append data for individual records in the directory
API access	Allows for integrating HPD search/retrieval into existing applications and workflows
HISP partnerships	Continuously expand the DataMotion HPD and make DataMotion Direct addresses discoverable to other providers across the country

### Supporting Information:

- [DataMotion Direct Datasheet](#)
- [DataMotion Direct Developers Program](#)
- [DataMotion Direct Community Web Portal](#)

#### CONTACT US WITH QUESTIONS:

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