RINGRx

About RingRx

The Communications Solution for Modern Healthcare

Our mission is very simple:

To minimize friction in healthcare communications to help improve the operations of healthcare companies and patient care.

RingRx is the world's first business-class cloud-hosted communications platform designed specifically for the needs of a modern healthcare company.

We have been in operation since 2016 and have hundreds of customers nationwide across all types of practices, vendors and specialties.

Our team consists of professional veterans of healthcare service, telecom, and technology sectors.

The Challenges
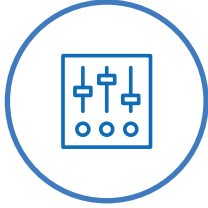
Regulation: HIPAA, ACA, Medicare, MACRA

Healthcare is heavily regulated and closely intertwined with social policies that place heavy burdens on every healthcare provider to comply. HIPAA governs nearly every task that is conducted in a medical office. Traditional systems do not offer easy ways of dealing with compliance.

Cost Structure : Increasing Costs, Decreasing Revenue

Market dynamics and regulation create a constantly changing cost structure, impacting profitability of traditional healthcare practices. In order to remain viable, providers must find more efficient ways of of delivering care with a better patient experience.

Efficiency: Use of Data Improves Operations

Like all modern businesses, healthcare relies on data more than ever. This has been amplified recently with the rapid adoption of EMRs. The massive amount of patient data maintained by an organization presents an opportunity to help improve cost control, deliver better patient care, and refine workforce efficiency.

Market dynamics: Everything is Changing

Changing regulations, reimbursement rates from insurance programs, and technology create opportunities for improving the entire cycle of healthcare. But any solution must be built reflecting the particular needs of this sector.

Intense needs: Treatment Begins with Communication

Virtually every patient treatment begins with a phone call or text. And the healthcare cycle does not end there: diagnosing, testing, prescribing treatments and medications all require communication between the provider, the patient and the team of professionals dedicated to ensuring optimal care. This intense environment requires a solution that minimizes friction for everyone involved.

RINGRx

RingRx Offers Unique Benefits

We have developed a rich portfolio of unique features and solutions focused specifically on the hurdles and pain points a modern health care provider experiences.

We are fully HIPAA compliant with security and auditing designed into every layer of the product.

Most importantly, we speak doctor's language and have 15 years of experience with working in healthcare and understand how our customer's offices are organized. This helps us tailor a custom solution that works the way your company needs it.

Features Overview

Healthcare is a communication-intense community - nearly every appointment or visit begins with a phone call or text. RingRx is the single provider that addresses every need healthcare companies have to help stay in touch with patients and co-workers.

VOICE

RingRx delivers the highest quality VOIP audio and full-spectrum business-class phone system. Whether you are a small independent office or a large multi-regional facility, we design a system that works just right for your needs and delivers the highest customized experience to any office.

MOBILE

The world has changed and everybody is more mobile. Unlike other providers that offer a mobile app for some services, we integrate mobility deeply into our service to help make it easier for providers and support staff to stay in better contact with patients and make work easier.

TEXT

Along with the trend toward mobility, texting is growing fast as a means of communicating in healthcare. Most offices benefit by adding texting to their workflow, even if it is simple team chatting or reminders for appointments. RingRx texting helps reduce unnecessary phone calls and improves workflow while improving the patient experience.

FAX

While much of the business world has moved away from Faxing and towards email, healthcare is different. Faxing using conventional phone lines and machines is considered a secure method for sending documents containing PHI - email is not. This is why most healthcare companies still rely heavily on faxing. RingRx offers a faxing solution for both traditional and web-based preferences, helping meet the needs of any office.
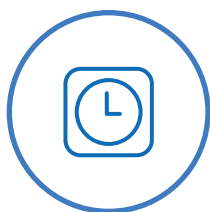
AFTER HOURS

Much of a healthcare provider's responsibility is after hours. RingRx is the only phone system that provides the right solution 24/7. Traditional solutions have relied on manual system that are costly and prone to error. RingRx On-Call uses a custom calendar and personal profiles for the on-all team to relay acute patient information to the right provider on the right device at any time of the day.

Security

Built Using Best-of-Breed Open Source Technologies, Our System Has Been Industry Tested In Global Telecom Environments And Re-focused for Specialized Healthcare Communications.

- Our design and methods ensure HIPAA compliance
- Secure environment based in the cloud

- All data containing PHI is encrypted
- We conduct regular auditing of network and data custody
- We perform rigorous intrusion testing
- All staff with access to PHI receives ongoing compliance training
- We sign a Business Associate Agreement

Reliability

RingRx's platform is a provider-agnostic fully orchestrated cloud architecture. It can run in any public, or private cloud. It is geographically redundant, which ensures consistent uptime, even in the event of regional catastrophes. We designed it as a shared-nothing architecture with mature, cloud-centric, automated disaster recovery.

Interoperability

RingRx is committed to offering integration opportunities with other software applications to help maximize efficiency and improve healthcare outcomes by sharing data. We have built a robust REST API designed for the type of interoperability required for integrations of EMRs, practice management software, revenue cycle management applications, reputation management solutions and patient portals.

Amion Integration

RingRx recently finalized its integration with the popular healthcare scheduling system, Amion. This integration leverages the scheduling power of Amion with the call handling power of RingRx On-Call. Healthcare organizations have the highest flexibility and customization of creating and managing staff schedules and makes it easier for callers to reach the correct on-duty provider. This integration also helps save time by eliminating duplicative work and ensures more accurate call handling.

What Are Cloud Technologies?

Cloud technology, or cloud computing, is simply one way to deliver technology services, including tools and applications, via the internet.

Traditionally, these heavy programs and services have hogged valuable space on healthcare practice computers and were delivered by direct connection to a physical server. Cloud-based storage allows users to store everything from patient files to telecommunication systems in a remote database instead of maintaining them on a physical hard drive or local storage device. This will not only free up space on your computers, but it's also a much more secure means of data storage.

With cloud technology, everything can be accessed with any device connected to the internet, including smartphones, computers, laptops and tablets. And remember, it's all protected with the utmost data security and HIPAA-compliance.

Is RingRx a Cloud-Based Service?

Yes, it most definitely is! Other voice-over-internet-protocol and hosted-PBX services are also classified as cloud-based. The RingRx platform is hosted by secure cloud-based servers and all users access our robust healthcare phone services via devices connected to the internet. All messages, both text and talk, and faxed and saved files received through your RingRx phone system are stored on cloud-based servers.

Healthcare Phone Systems and HIPAA

78% of employees show a lack of preparedness, training and resources to protect the privacy and security of sensitive information like patient data. Source: The 2017 State of Privacy and Security Awareness Report by MediaPro, a cybersecurity and privacy education organization.

As a healthcare provider, you have a legal responsibility, under the Health Information Portability and Accountability Act, to protect every patient's personal health information. As technology continues to penetrate every facet of a modern healthcare practice, the potential for a security breach has become much more likely, and even more difficult to understand.

RingRx's approach helps alleviate this burden by providing a fully HIPAA-compliant and secure cloud-based platform built specifically for the modern healthcare practice. The security of your practice is our top priority and we'll work with you closely to make sure your system is designed and configured to not only help your company perform better, but to also guarantee your compliance with minimal effort on your part.

Exactly How Does RingRx Help ensure HIPAA Compliance?

HIPAA spells out six main areas healthcare practices must follow to remain in compliance. Compliance practices must be applied to every patient file, vendor relationship and communication in your practice.

The Six Pillars of HIPAA Compliance:

- Physical security of PHI
- Product security/ Password protection
- Encryption
- Auditing
- Training
- Business Associate Agreement (BAA)

RingRx follows strict protocols in these six areas to ensure that the service we provide to you is secure and always in compliance with the law. Our commitment to HIPAA-compliance helps ease the burden of healthcare practices, allowing you to return your focus to patient care. For details of each of these, please see our HIPAA Whitepaper, here https://ringrx.com/resources/hipaa-whitepaper.pdf

What Protections Are Taken to Maximize Confidentiality?

Data encryption, PHI security, staff training, auditing and BAAs are all ways in which we ensure the confidentiality of patient information. But the most important protection offered to our customers is our understanding of the relationship between a healthcare provider and their patients and the role we play in that relationship.

Our goal is to make it easier and safer to communicate with patients and other healthcare staff members to help you grow your practice safely. We also implement and manage multiple layers of security within our system to prevent any attempt of unauthorized access and external threats.

Does RingRx Provide a Business Associate Agreement?

RingRx does indeed provide a BAA for every customer regardless of the size of company or scope of service. RingRx uses an approved agreement that we will complete and sign within one business day of your request. If you have your own BAA you prefer to use, please allow five business days for review and completion.

You may request your BAA using our automated form here: https://ringrx.com/business-associate-agreement-request. Or, if you have any questions about our BAA, email us at baa@ringrx.com or just give us a call at 888-980-6860.

Conclusion

There are many factors you should consider when picking your next communications service provider. RingRx is totally dedicated to healthcare and we strive to make sure every customer has the communications solution that works best for them and their patients so they can focus on what is most important to them: Running their business. Our other features and tools will help you with that as well!

If you have any questions about the content of this whitepaper or RingRx in general, please contact us:

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