



**FOR IMMEDIATE RELEASE**

**CONTACT:**

**FairWarning, Inc.**

Sadie Peterson

727-576-6700 x. 119

[Sadie@FairWarningAudit.com](mailto:Sadie@FairWarningAudit.com)

## **Meaningful Use of Electronic Health Records Drives Continued Widespread Adoption of FairWarning® Privacy Breach Monitoring**

*FairWarning® new bookings for Q1 2011 increases 87% relative to the same period in 2010*

**ST. PETERSBURG, Fla. – April 21, 2011** – To achieve uninterrupted growth in meaningful use of electronic health records (EHRs), care providers are deploying privacy breach detection in larger numbers than ever. FairWarning® customers now represent well over 500 leading hospitals representing a 67% increase in the last nine months. Health information exchanges are also adopting privacy breach monitoring in the United States and abroad.

“Leading care providers have caught-on to the importance of privacy breach detection to mitigate risks which could impede the growth and meaningful use of EHRs,” said Kurt Long, Founder and CEO of FairWarning®. “Care providers committed to the highest level of patient care are leading the way in protecting patient privacy and view patient care and privacy as interrelated. There is distinct chasm developing between the treatment of patient privacy at leading care providers and the rest of the market.”

More than 50% of FairWarning customers have received major industry awards for providing a high level of quality of patient care. The chasm is evident when evaluating the patient privacy initiatives of these care providers against other care providers. A recent [survey](#) reveals that leading care providers have successfully created privacy-based cultures which deter privacy breaches through the application of industry best practices, including:

- Use of a commercial automated privacy breach detection tool
- Ongoing privacy training
- Specific training on inappropriate access to EHRs
- Consistent application of sanctions for misuse of access
- Effective and timely investigation and remediation of a suspected breach

Additionally, the [research reveals that best practices organizations](#) are more than twice as likely as other care providers to report they are effective at detecting and deterring privacy breaches.

In the United States, achievement of Meaningful Use of electronic health records continues to top the list of priorities. Care providers are investing in privacy breach detection to close privacy and security risk gaps that jeopardize continued EHR adoption. The healthcare industry continues to be plagued by major identity theft and privacy incidents that bring unwanted attention from the media, Federal government, and state governments. Federal and state governments have had no choice but to [increase privacy and security enforcement](#) activities.

## FairWarning® First Quarter 2011 Results & Milestones:

- New customer bookings for Q1 2011 grew 87% relative to the same period in 2010
- More than 500 hospitals and 2,200 clinics now contracted with FairWarning® for privacy monitoring
- Continued profitability which has been sustained since 2008
- Largest single customer transaction in company history
- On January 11<sup>th</sup>, 2011, FairWarning® [announced](#) the company had achieved two KLAS Level checkmarks and that 100% of customers who responded to KLAS surveys indicated they would buy again
- On March 22<sup>nd</sup>, 2011, FairWarning® [announced](#) that 32% of all care providers in Michigan were now under contract with FairWarning® for privacy breach detection
- In April 2011, FairWarning® sponsored the first French national congress for healthcare systems security in Le Mans, France, where a representative from the National Health Service in Scotland shared internationally-applicable best practices in patient privacy.

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### **About FairWarning, Inc.**

FairWarning® is a global leader in appliance-based software solutions which monitor and protect patient privacy in electronic health records enabling healthcare providers and health information exchanges to confidentially connect physicians, clinics, patients and affiliates. FairWarning®'s turn-key privacy auditing solutions are compatible with healthcare applications from every major vendor including Allscripts, Cerner, Epic, GE, McKesson, MEDITECH, Siemens, and many others. Customers consider FairWarning® privacy auditing solutions essential for compliance with healthcare privacy regulations such as ARRA HITECH privacy and meaningful use criteria, HIPAA, EU Data Protection, UK Freedom of Information Act, California SB 541 and AB 211, and Canadian provincial healthcare privacy law. For more information on FairWarning® visit [www.FairWarningAudit.com](http://www.FairWarningAudit.com) or email [Solutions@FairWarningAudit.com](mailto:Solutions@FairWarningAudit.com).