

## Healthcare Insights

Addressing COVID-19,  
TeleMedicine and Remote  
Work Demands with Veritas  
Digital Compliance

The COVID-19 crisis has forever changed the way our society approaches our most valuable human services, including healthcare. TeleMedicine is experiencing widespread adoption. Teladoc announced that total virtual visits increased by 92% year-over-year to 2 million patients in Q1 of 2020.

The global pandemic has underscored the need for a systematic approach to TeleMedicine. In the rush to roll out mass TeleHealth solutions, providers have emphasized patient access to care without enabling controls for quality, safety and consistency across a dispersed workforce. At the same time, healthcare organizations are generating massive amounts of data related to COVID-19; they need a way to sort, organize and analyze it to better understand the virus and improve patient care.

While TeleMedicine can maintain some continuity of care, it complicates the collection of data for administration and billing. Providers are using multiple solutions to gain access to at-risk patients—from videoconferencing to messaging to email and social media. Because these interactions occur outside the regular patient portal, clinicians must update electronic medical records and billing records manually, increasing the risk of error.

### HOW VERITAS SUPPORTS A TELEHEALTH ARCHITECTURE

Healthcare organizations are responsible for rapidly growing volumes of structured and unstructured data across complex multi-cloud environments. And in today's TeleHealth-focused environment, it is even more challenging to keep track of what data they have and where it lives.

The Veritas Digital Compliance portfolio helps providers address these overarching TeleHealth challenges through our three core tenets—visibility, retention and action. Veritas can help healthcare organizations manage their data in the “new normal” and leverage their TeleMedicine data going forward.

Robust classification via the Veritas Information Classifier (VIC) provides a streamlined method to sort data, allowing organizations to tag their data for future use, so they can find what they need in record time. Through extensive classification policies, organizations can locate, archive and organize data. VIC is embedded across Veritas' product portfolio, making it simple for organizations to adopt. Healthcare providers can have confidence that HIPAA controls are extended to all communication sources and public sector customers can quickly respond to FOIA requests by targeting specific content (ex. COVID-19) via classification tags.

### CLASSIFICATION SUPPORT FOR HEALTHCARE

Classification policies support data needs across the healthcare industry, serving doctors, patients, medical researchers and insurance providers. VIC policies are customizable, which allows individuals or organizations to leverage Veritas' turnkey classification policies, as

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well as input their own based on their specific needs. By classifying information, decision-makers can pinpoint valuable information—from electronic patient records to diagnostic criteria and successful treatments—in a matter of seconds. Additionally, classification supports organizations' broader goals of harnessing communications and data to streamline protocols for a consistent and affordable patient experience, as emphasized by the passage of the Affordable Care Act.

## COVID-19 SPECIFIC POLICIES

Veritas developed a set of [classification policies](#) specific to COVID-19 data, allowing users to tag information based on various ICD-10-CM diagnostic criteria and patterns, CDC guidance, common terms, people affected, drugs, exposure and more. This allows capture of relevant content into Enterprise Vault or EV.cloud for preservation and quick retrieval via eDiscovery Platform to provide rapid response to FOIA requests. Healthcare organizations can fully capture all aspects of doctor-patient interactions and leverage that data to feed into a broader data lake and learn from each interaction. Each doctor-patient interaction can be correlated with the patient outcome to optimize future doctor-patient interactions.

### FULLY CAPTURE DOCTOR-PATIENT INTERACTIONS

- Automatically tags showing PII, HIPAA, COVID-19 and ICD-10 diagnosis and billing codes captured to TeleMedicine visits
- Consolidates disparate TeleMedicine engagements from different platforms and caregivers, as well as engagement notes for reference
- Captures, transcribes and archives most audio and video formats either on-premises or to private or public cloud via Enterprise Vault
- Monitors doctor-patient interactions with Veritas Advanced Supervision. Triggers review of interactions based on classification policy violations and allows for random sampling
- Protects and retains PHI data
- Compiles all data from TeleMedicine visits and engagement notes—across disparate sources—to ensure organizations are positioned for maximum financial benefit and/or reimbursement
- Quickly locates content from TeleMedicine interactions for discovery events via eDiscovery Platform

### LEVERAGE DATA FOR GREATER VALUE

- Enables organizations to monitor quality and adherence to protocols, safety measures and patient satisfaction
- Illuminates information about the doctor-patient interaction via business intelligence tools
- Provides organizations the ability to track TeleMedicine visits and ensure they are captured within the medical record correctly
- Assists organizations in capturing proper revenue for TeleMedicine visits

## EXAMPLE USE CASES FOR THE VERITAS TELEHEALTH SOLUTION

**Monitoring TeleMedicine visits.** Veritas Advanced Supervision provides oversight and quality control by monitoring doctor-patient interactions during a TeleMedicine visit, to ensure doctors are following best practice protocols. All video and audio is captured and transcribed using speech-to-text technology in order to index and classify archived data for easy retrieval.

**Improving clinical decision-making.** The COVID-19 pandemic is generating a huge amount of data—from testing to treatment to vaccine research. This wealth of data, identified by relevant COVID-19 tags, offers providers ample opportunity to harness insights for better patient decisions and clinical effectiveness, and provide useful research to state, regional or federal health authorities.

**Promoting regulatory compliance.** Highlight HIPAA compliance violations and reduce risk.

**Preparing for eDiscovery requests.** Due to COVID-19, health professionals are operating under a lower level of liability via the National Health Emergency declaration for activities related to medical countermeasures against the virus. However, hospitals and health systems

could face FOIA requests and lawsuits related to treatment when the emergency declaration lifts. VIC integrates with our eDiscovery Platform to allow quick identification of COVID-19 related content to quickly comply with FOIA requests.

## VERITAS INFORMATION CLASSIFIER: BUILT-IN FOR IMMEDIATE INSIGHTS

VIC is available in the following Veritas products:

- **Enterprise Vault:** Enterprise Vault allows users to archive and classify important information automatically and develop a retention strategy that meets business and regulatory requirements
- **Data Insight:** Providers need visibility into how all their data ties together. Data Insight reduces risk and works to improve organizational accountability by analyzing, classifying, tracking and reporting data
- **eDiscovery Platform:** Once data is archived and tagged by VIC, the data is ready to be located and leveraged. Using the eDiscovery tool, users can locate, map and review information in a timely fashion. The eDiscovery Platform can also conduct phonetic search against archived video content, ensuring that your data—regardless of format—is searchable

## ADAPTING INFORMATION CLASSIFICATION TO ADDRESS FUTURE HEALTHCARE CHALLENGES

From consolidating TeleHealth data and improving clinical decisions, to preparing administrators for eDiscovery and FOIA requests, classification allows for a more organized, comprehensive and holistic view of data—yielding better results for provider organizations, doctors, caregivers, patients and medical researchers.

Our TeleHealth solution empowers the healthcare industry to address COVID-19 challenges related to the surge in TeleMedicine and the ultimate “new normal” in healthcare today. Organizations can capture all doctor-patient interactions, analyze to ensure best practices and drive business insights by adding doctor-patient interactions to the broader data lake.

To learn more, visit: <https://www.veritas.com/solution/healthcare>.

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## ABOUT VERITAS

Veritas Technologies is a global leader in data protection and availability. Over 50,000 enterprises—including 99 of the Fortune 100—rely on us to abstract IT complexity and simplify data management. Veritas Enterprise Data Services Platform automates the protection and orchestrates the recovery of data everywhere it lives, ensures 24/7 availability of business-critical applications, and provides enterprises with the insights they need to comply with evolving data regulations. With a reputation for reliability at scale and a deployment model to fit any need, Veritas supports more than 500 data sources and over 150 storage targets, including 60 clouds. Learn more at [www.veritas.com](http://www.veritas.com). Follow us on Twitter at [@veritastechllc](https://twitter.com/veritastechllc).

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