ZYNC has created The First Intelligent Payor Portal Gateway Built for Healthcare

The HIPAA Security Rule requires healthcare professionals and practitioners to protect patients' electronically stored, protected health information (PHI) by using appropriate administrative, physical and technical safeguards to ensure the confidentiality, integrity, and security of this information.

To this end, hospitals annually invest millions of dollars in HIPAA compliance to safeguard PHI. Unauthorized access to PHI results from a lack of control and auditing of those with access to payer websites. Healthcare executives are concerned that employees could leak or share payer portal passwords or might still have that access post-employment. As a result, healthcare organizations are looking to adopt measures that add an extra layer of protection and security over patient data.

The cost of failing to safeguard patient PHI

More than in any other industry, healthcare professionals are tasked with gathering sensitive information from a set of intermediaries (payors) to perform their role. Often, this process is done manually, putting users at risk of missing data elements. By visiting payor portals (RCM, Business Office, Patient Access teams, etc.), healthcare professionals are directly exposed to PHI without any powerful IT security controls in place. This lack of security control puts health systems at risk for HIPAA violations and other risks associated with PHI.

Not only does this direct relationship between users and the payor website live outside of traditional IT security controls, but these websites are also vulnerable to attack. Cyber attackers are constantly looking for ways to exploit vulnerabilities to gain access to PHI. By increasing the security controls around PHI, health systems can decrease their risk of exposure to HIPAA violations and their costs.

A healthcare data breach comes with a [hefty price tag](#) — an average of $10.16.45 million per incident. This cost takes into account direct expenses such as notifying patients of the data breach, providing credit-monitoring services, and hiring forensics experts to determine the cause of the breach and what data was compromised. It also factors in indirect costs, such as lost business due to a damaged reputation and lower patient loyalty rates. Because of the high cost of a data breach, healthcare executives are looking for ways to combat unauthorized access to PHI.

Fortunately, [ZYNC](#) has developed the first all-in-one payor portal gateway for healthcare professionals that helps them guard against unauthorized access.

The problem that ZYNC solves

Currently, most healthcare organizations must log into multiple payor portals to perform follow-up activities. This is time-consuming and often results in numerous sticky notes containing sensitive information on monitors as reminders. In addition, users often forget their login credentials, necessitating costly help desk calls. ZYNC consolidates all login activities into one central location with our new all-in-one payor portal gateway — alleviating these issues and headaches for both employees and employers.

Now, employees can access payor portals from a single application — **ZKeep**, the Payor Portal Launching Pad — while employers can enable and disable access with one click. In addition, ZKeep restricts access to authorized users and conceals credentials from users, resulting in complete control of the website by employers. Gone are sticky notes on monitors and costly help desk calls to fix broken credentials.

ZKeep logs into each payor portal on behalf of the user. A custom user interface presents a highly efficient staff experience so each employee can get right to work, enhancing productivity. Behind the scenes, ZKeep securely stores

and encrypts login credentials so they are never exposed to users. Employers have complete control over which users have access to which websites, as well as the ability to monitor and audit usage. This ensures that your organization is compliant and productive while your staff remains efficient in follow-up activities.

If you're looking for a consolidated way to access all your payor portals in one place, let us show you our new all-in-one payor portal gateway. With restricted access, concealed credentials, and analytics and auditing on usage, this tool will streamline efficiency for employers and employees while reducing costly help desk calls.

With ZKeep, you can have all the RCM-related applications that you need in one place, so you can focus on what matters most: providing high-quality care for your patients.

Your Gateway Access to All Payor Portals. One Touch. We'll Take You There.

To learn more about ZKeep, visit the [ZYNC website](#) or [request a demo](#) today.