



SECURESMS®

HEALTH &
WELLNESS
360™



HEALTH &
WELLNESS 360



GLOBAL
SOLUTION

A.T. STILL UNIVERSITY | ATSU
ARIZONA SCHOOL OF DENTISTRY & ORAL HEALTH



CellTrust® Corporation

www.celltrust.com | +1.480.515.5200

sales@celltrust.com

WWW.CELLTRUST.COM

HEALTH & WELLNESS 360™

Health and wellness organizations are in need of a mobile solution that turns standard SMS into a powerful, HIPAA-compliant communications tool; enabling healthcare organizations and vendors to communicate patient data and other medical information via secure text messaging to clinicians' and patients' mobile devices.

With a secure SMS solution, organizations are able to send and receive text messages of real-time Protected Health Information (PHI) from personal mobile phones, web-portal interfaces, email exchange servers, EMRs, CRMs, lab systems, and other applications. By directly providing physicians and clinicians with required patient information to make informed decisions, a secure SMS solution improves the quality of healthcare by decreasing response times, allowing for faster interventions and improving patient outcomes.

Arizona School of Dentistry & Oral Health / A.T. Still University (ATSU)

A.T. Still University (ATSU) has teamed with CellTrust Corporation, provider of the patented SecureSMS® Platform, to devise a series of text message programs designed to reach, educate, and remind current patients and the underserved of our communities about preventative and ongoing initiatives of health and wellness.



CellTrust SecureSMS:

SecureSMS provides a secure platform to communicate with patients and prospective patients and delivers the following benefits:

- Removes security obstacles for text messages allowing Protected Health Information (PHI) to be transmitted via text messages
- Improves response time and decision-making by delivering complete patient information directly to on-call clinicians' mobile phones
- Eliminates the need for doctors to access a network connection
- Provides greater mobility
- Opens up secure two-way mobile communication for clinicians

The same technology currently utilized by financial institutions and government agencies across the globe to ensure the integrity of transactions and communications has now been tailored to suit environments requiring HIPAA compliance.



Text2Floss Initiative

The Arizona School of Dentistry & Oral Health has spearheaded the Text2Floss initiative to raise awareness about the importance of oral health and to introduce flossing as an important part of daily hygiene. The implications of these types of messaging services are as far reaching and diverse as the varying specializations in the field of health and medicine; from pediatrics to geriatrics and from mental health and wellness to nutrition.

Oral health promotions via texting have the potential to be a great tool to educate and improve the health of individuals in the global community in a cost effective way. Text messaging is an invaluable and effective tool for delivery of health information and education:

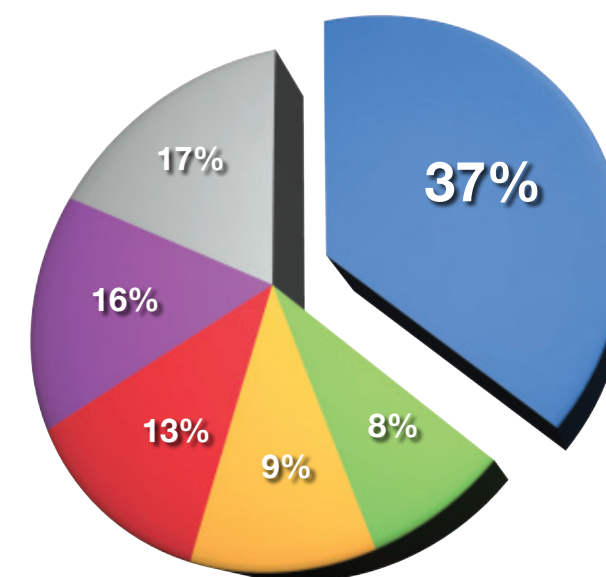
- Appointment Reminders
- Medication Reminders
- Medication Alerts
- *** Oral Health Promotions
- Patient Education
- Follow Up to Procedures
- Medical Surveys

- Text Messaging
- Games
- Web Surfing
- Social Networking
- Applications
- Music

Mobile Content Usage
3 Month Avg. Ending Feb. 2010 vs. 3 Month Avg. Ending Nov. 2009
Total U.S. Age 13+
Source: comScore MobiLens



Mobile Content Usage



SECURESMS®

CONTACT CELLTRUST TODAY AT:

+1.480.515.5200 to speak with one of our Mobile Strategy Advisors.
sales@celltrust.com
www.celltrust.com

CellTrust SecureSMS is made available as both a customer-administered appliance and as a cloud service.

Feature Comparison	Standard SMS	SecureSMS
AES Encryption (128 and 256 bit)	✗	✓
SMS message size up to 5000 characters	✗	✓
Read/Receipt acknowledgement	✗	✓
Audit and reporting	✗	✓
Discreet message lifespan and recall	✗	✓
Fully secured contact listings	✗	✓
Failed login and remote wiping	✗	✓
Regulatory compliance (HIPAA, Fips, FISMA, SOX)	✗	✓