



Media Contact: Krislyn Smith  
Phone: + 1 619.233.7778  
Email: [ksmith@anakam.com](mailto:ksmith@anakam.com)

FOR IMMEDIATE RELEASE

**HEALTHeLINK SELECTS ANAKAM® TO PROVIDE CLOUD-BASED COMMUNITY WIDE TWO-FACTOR AUTHENTICATION**

*Anakam Provides Trusted Access Capability for Western New York Patient Health Information System*

San Diego, CALIF. – April 8, 2010 – Anakam announced today that HEALTHeLINK, the Western New York Clinical Information Exchange, based in Buffalo, NY, has selected the Anakam Identity Suite® to provide trusted access to the private health information of the more than 1.5 million patients in the community. HEALTHeLINK has implemented the Anakam Identity Suite® to provide service to its community providing a ubiquitous, cost-effective mechanism for the strong authentication and more secure online transactions for physicians accessing the private information of patients. This service will enable a single two factor authentication method enabling secure access to HEALTHeLINK and others in the community including hospital systems and health insurance plans through a single platform – simplifying the physician’s experience.

According to Dan Porreca, Executive Director of HEALTHeLINK, the Western New York clinical information exchange, “HEALTHeLINK’s vision is to create real-time, electronic sharing of clinical information among health care professionals in order to promote collaboration, limit duplication, control healthcare costs and improve the delivery of services, clinical outcomes and patient safety. Having the confidence of Anakam’s trusted access allows us to further that vision by ensuring secure remote access to confidential health information enhancing patient care and provider workflow.”

As more and more critical and sensitive healthcare information is connected electronically through health information exchanges (HIE), the protection and the privacy of patient health information is paramount. With Anakam, HEALTHeLINK has augmented its already secure and reliable infrastructure for the timely and accurate electronic exchange of clinical information among health care providers, insurers and other medical professionals. HEALTHeLINK is leveraging the Anakam platform to provide authentication to over 25,000 clinicians as a cloud based identity service offering to all its stakeholders, which include four provider and three payer organizations. The Anakam Identity Suite® provides trusted access through a next-generation authentication platform that performs token-less, multi-channel delivery of two-factor authentication every time they access the portal.

“The meaningful use of health information technology that is required to move current health practices toward higher quality while controlling costs can only occur when HIE is trusted by both clinicians and patients. Strong assurance of the identity of those sending and receiving the information is a foundational requirement for that trust,” said Dr. Bill Braithwaite, Anakam Chief Medical Officer.

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“Anakam has designed its identity suite from the ground up to cost-effectively meet the unique needs of the healthcare industry as access to protected health information by clinicians and patients alike moves to unsecured locations.”

**About HEALTHeLINK:**

HEALTHeLINK, the Western New York Clinical Information Exchange, is a collaborative effort among various organizations to share clinical information in efficient and meaningful ways to improve the delivery of care, enhance clinical outcomes, and help control healthcare costs throughout the region. The not-for-profit organization was established through funding from The Catholic Health System, Erie County Medical Center Corporation, HealthNow New York (BlueCross BlueShield of Western New York), Independent Health Association, Kaleida Health, Roswell Park Cancer Institute, Univera Healthcare and the Health Care Efficiency and Affordability Law for New Yorkers Capital Grant Program (HEAL NY) from New York State. HEALTHeLINK stakeholders also include a broad representation of healthcare professionals and organizations throughout the eight-county Western New York region such as the Buffalo Academy of Medicine (BAM), Erie County Department of Health (ECDOH), State University of New York at Buffalo and the WNY R-AHEC (Rural Area Health Education Center). For more information, visit [www.wnyhealthelink.com](http://www.wnyhealthelink.com).

**About Anakam:**

Anakam® enables cost effective strong authentication and identity management compared to traditional solutions, without encumbering your customers, partners, and employees with cards, software downloads, tokens, or fobs. With tens of millions of end users, the Anakam Identity Suite® is unique in the industry, providing end-to-end multi-channel capabilities that allow you to enable secure, trusted eBusiness to very large user-communities in a single platform. The suite includes two-factor authentication, remote identity proofing and verification, professional credentialing, and secure collaboration. For more information, visit [www.anakam.com](http://www.anakam.com).

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