

## ABOUT BLUEWARE

BlueWare has been an industry leader in healthcare IT since its creation in 1993.

BlueWare's products are installed in over 200 healthcare facilities across the United States as well as in the United Kingdom.

BlueWare has received numerous industry awards for technology and business innovation including: 2014, 2013 and 2012 INC 5000; 2008 IBM Beacon Award for Innovation and Excellence in Healthcare; 2006 Michigan Top 50 Companies to Watch; 2005 IBM Beacon Award for Best DB2 Solution Worldwide.

### BlueWare, Inc.

[www.bluewaregroup.com](http://www.bluewaregroup.com)

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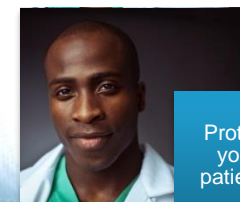
### Headquarters

202 West Drive  
Melbourne, Florida  
32904  
United States

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data  
breaches



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*BlueWare's **BestData** solution utilizes technologies to enable healthcare organizations to effectively **pseudonymize** patient information for secondary use. The ability to generate customized reports for various purposes gives power back to the hospital to ensure their patient data is utilized in the ways that will save both time and money for a shrinking budget.*

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# PSEUDONYMIZATION

## BEFORE

PATIENT_ID	FIRST_NAME	LAST_NAME	SEX	DATE_OF_BIRTH	RACE	HEIGHT	WEIGHT	DESCRIPTION
100000	Neida	Summers	F	Feb 5, 1966 1:21:42 AM	White	67	148	Diabetes Type 2
100001	Andy	Coffey	M	Jan 2, 1993 7:40:46 PM	White	72	175	Diabetes Type 2
100002	Mae	Doyle	F	Apr 6, 1978 1:39:21 AM	Black	66	151	Diabetes Type 2
100003	Bianca	Foster	F	Dec 6, 1985 10:20:39 PM	White	60	173	Diabetes Type 2
100004	Tamera	Hahn	F	Apr 25, 1948 1:38:22 AM	Hisp	66	136	Diabetes Type 2
100005	Laverne	Donaldson	M	Jul 22, 1972 10:03:08 PM	Hisp	65	150	Diabetes Type 2
100006	Bette	Skinner	F	Oct 9, 1979 8:14:10 PM	Asian	58	243	Diabetes Type 2
100007	Ila	Matthews	F	Aug 9, 1986 6:00:53 PM	Hisp	58	232	Diabetes Type 2
100008	Jean	Cox	F	Jul 22, 1945 4:09:14 PM	White	58	185	Diabetes Type 2
100009	Sallie	Bond	F	Feb 3, 1952 12:47:33 AM	Hisp	59	147	Diabetes Type 2
100010	Shelly	Moody	F	Sep 6, 1988 1:40:13 PM	White	63	150	Diabetes Type 2

## AFTER

PATIENT_ID	FIRST_NAME	LAST_NAME	SEX	AGE	RACE	HEIGHT	WEIGHT	DESCRIPTION
849158	Alana	Wooten	F	45 - 54	White	67	148	Diabetes Type 2
673777	Darrel	Shannon	M	18 - 24	White	72	175	Diabetes Type 2
236931	Sheena	Wright	F	35 - 44	Black	66	151	Diabetes Type 2
381788	Lorrie	Stevens	F	25 - 34	White	60	173	Diabetes Type 2
385728	Kelley	Christian	F	65 - 74	Hisp	66	136	Diabetes Type 2
521057	Alan	Sanders	M	35 - 44	Hisp	65	150	Diabetes Type 2
598140	Lois	Hewitt	F	35 - 44	Asian	58	243	Diabetes Type 2
989561	Marjorie	Salazar	F	25 - 34	Hisp	58	232	Diabetes Type 2
964236	Patrice	Estes	F	65 - 74	White	58	185	Diabetes Type 2
117230	Dorothy	Griffin	F	55 - 61	Hisp	59	147	Diabetes Type 2
998806	Fay	Greer	F	45 - 54	White	63	150	Diabetes Type 2

### What is Pseudonymization?

Pseudonymization is a procedure by which the most identifying fields within a data record are replaced by one or more artificial identifiers. There can be a single pseudonym for a collection of replaced fields or a pseudonym per replaced field.

The purpose is to render the data less identifying and therefore lower patient objections to its use. Data in this form is more suitable for extensive analytics and processing and makes it less risky to share across organizational boundaries or in less secure situations such as for the use with mobile solutions.

### What does this mean for HIPAA?

It is a legal requirement that when patient data is used for purposes not involving the direct care of the patient, i.e. Secondary Uses, the patient should not be identified unless other legal means hold, such as the patient's consent.

BestData provides *pseudonyms* for the sensitive fields identified in HIPAA's Omnibus Rule.

This powerful masking tool created by BlueWare is the future to protecting your patients from data breaches as well as your organization from embarrassing press.

### Did you know?

Civil penalties for HIPAA Violations include:

- ▶ \$100 fine per person per violation
- ▶ \$25,000 fine per year for multiple violations
- ▶ \$25,000 fine cap per year per requirement
- ▶ You can be personally liable!

Healthcare Is the most vulnerable than any market

### Data breaches by industry, 2013

