

# Athletico

A team approach to protecting patient privacy

## ATHLETICO PHYSICAL THERAPY

### At a Glance:

- Athletico Physical Therapy

### Background:

- Founded in Chicago in 1991
- Facilities throughout Illinois, Wisconsin, Indiana, and Iowa
- More than 1,500 clinical and administrative staff
- Offers more than 40 specialty rehabilitation, outreach, and fitness services
- Cares for all of Chicago's professional sports teams

### Issue:

- Needed an email encryption solution to securely send personal health information to referring physicians and clients

### Solution:

- Zix® Email Encryption

### Benefits:

- Transitioned from a no-email company policy to convenient, secure email communication with physicians and patients
- Seamless encrypted email with other Zix customers thanks to the Zix Encryption Network
- Pre-set policies, including HIPAA lexicon, provide automatic scanning and email encryption
- Assistance with HIPAA privacy compliance

Just imagine! You're running down the field, the goalposts beckon. Suddenly you're tackled. As you fall, your knee gives out.

If you live in Chicago, you're in luck. You have access to Athletico Physical Therapy, a full-service physical and occupational therapy practice that provides trusted rehabilitation to Chicago's professional sports teams, as well as 200 other affiliations, including high schools, colleges, performing arts groups, and more.

*"We strive to provide the best possible care for our clients. This includes protecting their privacy."*

*— Heather Franks, Athletico's Director of IT/IS Operations*

With more than 1,500 employees, Athletico has offices in the Quad Cities, Indiana, Wisconsin and central Illinois. Its team includes physical and occupational therapists, certified athletic trainers, strength and conditioning specialists, and registered massage therapists.

"We strive to provide the best possible care for our clients," said Heather Franks, Athletico's Director of IT/IS Operations. "This includes protecting their privacy."

For the best possible protection, Athletico chose Zix to secure emails that include patients' personal health information (PHI).

### The goals are to protect PHI and to communicate faster

"Before we installed the Zix solution, we were unable to send patient information securely via email. It was not a form of communication we supported or allowed," said Franks. "If a therapist wanted to discuss a client's case with the referring doctor, they had to do it by fax, phone or face to face. Zix Email Encryption lets us streamline how we communicate with both physicians and patients."



## About Zix

Zix is a trusted leader in email data protection. Zix offers industry-leading email encryption, a unique email data loss prevention (DLP) solution, and an innovative bring your own device (BYOD) email solution to meet your company's data protection and compliance needs. Zix is trusted by the nation's most influential institutions in healthcare, finance and government for easy-to-use secure email solutions. For more information, visit [www.zixcorp.com](http://www.zixcorp.com)

Now with Zix, if an orthopedic surgeon refers a patient for therapy, Athletico is able to confer with the doctor about treatment via secure email. "Sometimes the physician sends us specific protocols they want us to follow and requests feedback," said Franks. "In the case of the patient, if they're having any challenges with their home exercises, they can send an email asking for advice rather than waiting for their next appointment. All they have to do is go to our Web site and sign-in to the secure message center."

"Zix's email encryption solution lets us streamline how we communicate with physicians and patients."

— Heather Franks

## Zix makes the roster

Franks said Athletico chose Zix, because its solution is reliable, flexible and easy to use. The fact that Zix is the leader for email encryption in the health care industry was another factor. Zix customers are automatically enrolled into the Zix Encryption Network, which allows them to seamlessly exchange encrypted emails with other Zix customers without any passwords or extra steps – for both senders and recipients.

For email encryption to be effective, it must be easy to use. Therapists at Athletico appreciate being able to communicate securely without having to take extra steps. "Because the Zix solution automatically scans and encrypts any sensitive emails, it doesn't create a challenge for our staff," Franks said. "Our clinicians are really on board with not only providing great physical therapy and care but also understand that we're protecting our patients across the board, including the electronic communication of their personal information."

Peace of mind cemented Zix Email Encryption as the right choice for Athletico, said Franks.

"We chose Zix, because we wanted our clients to know we're doing all we can to secure their PHI. Athletico is committed to thoughtful, caring service in everything we do."

