

CASE STUDY

# Virtru Ensures Privacy for Venture Forthe's Home Care Patients and Providers

THE NEED  
FOR ENCRYPTION  
IN HOMECARE

With more than 1,200 employees, many in satellite locations and the field, communicating quickly and securely is a necessity for Venture Forthe, a licensed homecare services agency in Western New York.

"In healthcare, many issues are time-sensitive and we have nurses in the field sending emails on the fly," says Kaitlyn Hardison, Venture Forthe's Chief Compliance Officer. "But those emails also have to be secure, so it's necessary to make encryption simple—it has to be second nature."

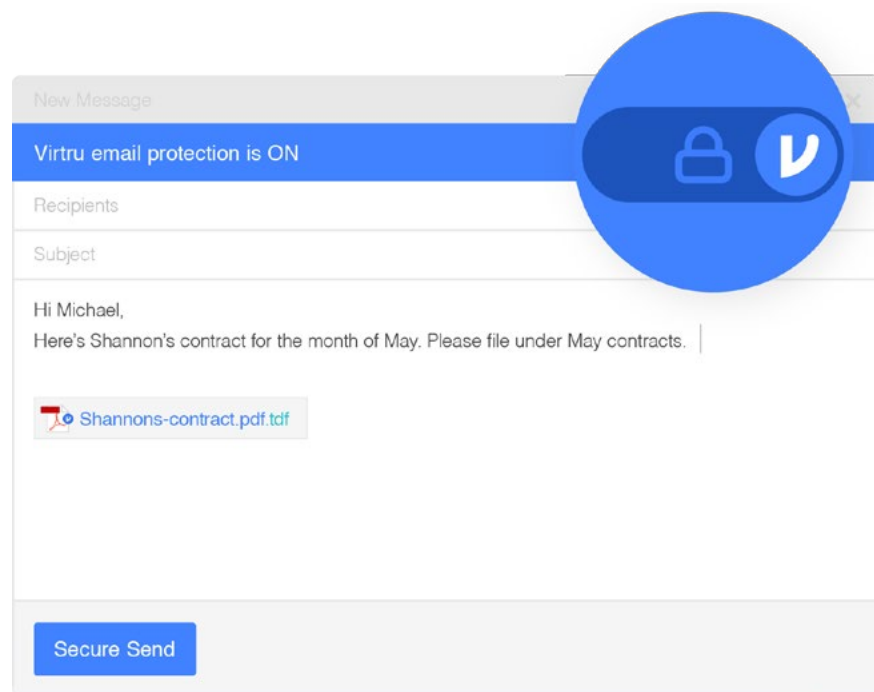
After doubling their number of email users and migrating their email to Google's G Suite platform, Venture Forthe needed a new way to encrypt emails that was both simple to use and compatible with Gmail.



HIPAA  
COMPLIANCE,  
MADE EASY

Because of their work in the healthcare field, Venture Forthe has state and federal privacy regulations, including HIPAA (Health Insurance Portability and Accountability Act) to comply with. HIPAA requires that protected health information (PHI), such as medical records, social security numbers, and other patient identifiers, be shared securely. But in any company, there is other information that needs the same level of security— including payment information and employee data. So, Venture Forthe’s new encryption solution also had to be flexible enough to work across multiple departments with different needs.

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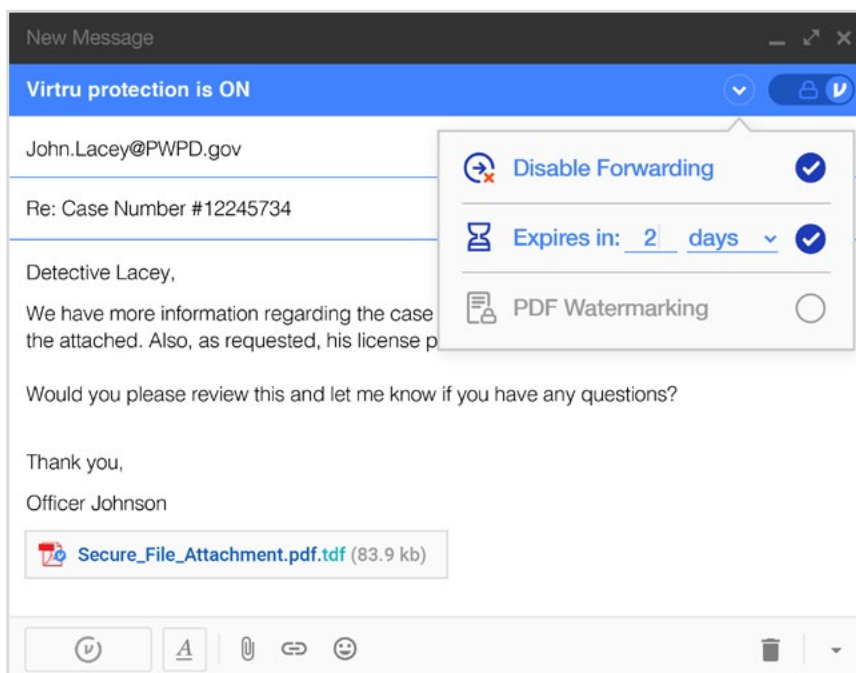
“We looked at other encryption providers, but Virtru was the most straightforward. It connects right into Gmail and it's much simpler to have one system to work from.”

- KAITLYN HARDISON | Chief Compliance Officer, *Venture Forthe*

**RESPONDING TO CHANGE WITH SIMPLICITY**

Virtru was an easy decision for Venture Forthe. When Hardison came aboard as their Compliance Officer, she was impressed enough to renew the relationship after their first year using Virtru. She made this decision partly because of Virtru’s seamless Google integration, in addition to some other benefits:

- **“Foolproof” Installation.** Virtru’s ease-of-use saves Venture Forthe’s time and resources on user training. “Really, there is no need for training,” says Hardison. “Onboarding new users is easy. When you install the product for a new account, it guides user through how the product works — it’s difficult to mess up.”
- **Simplified HIPAA Compliance.** “HIPAA is federally regulated,” says Hardison, “and, depending on the size and kind of breach, there can be serious consequences.” But thanks to Virtru’s ease-of-use, Venture Forthe’s employees have powerful compliance protections—and their customers can also rest easy that their personal and medical information remain secure.
- **Top Notch Customer Service.** “When there’s technology involved, however good it is, something can go wrong,” says Hardison. “What’s important in those moments is how well your provider works with you and Virtru is always working to improve our experience with them.”



◀ Easily set security options without leaving the email window.

**LOOKING AHEAD**

“For such a heavily regulated industry like healthcare,” Hardison says, “there hasn’t been much across-the-board focus on technology or security.” She points to the financial sector as the only comparably regulated industry—but one with a much more robust culture of security and technology.

She suggests that, without that focus, healthcare is much more vulnerable to privacy breaches, and the onus is on individual companies to make sure they are protected. With Virtru, Hardison feels well-protected to have found such a good solution. “As healthcare becomes a bigger target,” she says, “Virtru frees us up to keep growing, and to continue serving our customers in a way that keeps them secure and our business compliant.”



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