



Communication Technology for Healthcare Without Walls

Telehealth, Secure Messaging, File Transfer, and More



Backline's secure collaboration platform delivers a solution for today and beyond, offering unique features and benefits that provide an exceptional clinician and patient experience.

	What It Does	Benefit to You
HIPAA (Still) Matters	<ul style="list-style-type: none"> HIPAA-compliant video conferencing, text messaging, file sharing, and other clinical communication capabilities 	<ul style="list-style-type: none"> Relaxed HIPAA guidelines are temporary—provides plan for long term SOC-2 certified confirming PHI compliance Provider/clinician number is masked unlike non-secure options
Integrated With Your EHR	<ul style="list-style-type: none"> Backline is fully integrated in the EHR via APIs API launches one-on-one chat and telehealth visit from patient record within the EHR 	<ul style="list-style-type: none"> Instant access to HIPAA-compliant text and telehealth visits from within EHR Telehealth integration into existing workflow for streamlined experience Simplified and streamlined communication and virtual care with patients Televisit start and end time and text conversation can be stored
Rapid Implementation	<ul style="list-style-type: none"> Implementation often begins within 24 hours Additional users can be added quickly 	<ul style="list-style-type: none"> Critical for addressing COVID-19 quickly Fast adoption and return on investment Bulk uploads users for quick registration Implementation and training customizable to workflows Training materials for staff and patients
Clinician-Driven Telehealth	<ul style="list-style-type: none"> Doctors start chat sessions or initiate virtual visits to engage with their patients remotely as needed Clinicians can use their own mobile devices Caller ID masking keeps the clinicians' personal phone numbers private Customizable settings give clinicians control of when chats with patients expire Billing audit reporting of all telehealth sessions 	<ul style="list-style-type: none"> Backline puts clinicians in control and provides tools to enable virtual care Keeps patients tied to their providers so they don't resort to doc-in-the-box telehealth with an unknown provider Proactive screening and patient engagement

(continued on back)

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	What It Does	Benefit to You
Quick and Easy for Patients	<ul style="list-style-type: none"> • No app for patients to download • No sign-up process required • Patients receive a text or email from their doctor and click the link • Now patients can securely send and receive messages, images, and documents 	<ul style="list-style-type: none"> • Makes it easy for patients to participate in virtual visits • Increases patient engagement, satisfaction, and loyalty • Provides better managed patient care
Unlimited Usage and Competitive Pricing	<ul style="list-style-type: none"> • No per-session fee • Premium features including high-definition video, 24/7 support, notifications, and text messaging come standard 	<ul style="list-style-type: none"> • Backline is more cost-effective than most telemedicine services while offering more capabilities • Can be used across entire patient population and care team
Simplified Medicare Reimbursements	<ul style="list-style-type: none"> • Backline automatically dates and time stamps each telehealth session • Produces usage report; adds CPT codes for quick billing 	<ul style="list-style-type: none"> • Simplifies reporting on telehealth visits • Telehealth is Medicare-approved and Backline makes reimbursement easy
Beyond Video Conferencing	<ul style="list-style-type: none"> • Video chat, plus secure texting, file sharing, integration with e-forms platforms, and more • Lets clinicians: <ul style="list-style-type: none"> • Manage communication around the entire encounter including pre-visit screening, documentation, and follow-up • Share updates with care team, family members, and other providers • Customize notifications related to orders or critical lab results • Send one-way broadcast messages to entire teams or specific individuals 	<ul style="list-style-type: none"> • Delivers telehealth functionality for current challenges while supporting long-term growth and benefits with uses cases beyond COVID-19 crisis • Lets you conduct virtual visits and improve related communication and documentation • Meets the current need and demand for telehealth while upgrading communication technology and processes for the future



“Backline is **simple, secure, scalable,** and **easy** to deploy.”

—Bivek Pathak, CIO, Trustbridge

“Backline is a fantastic platform. It’s **easy to get started** and running. The cost is not prohibitive, and in a crisis situation like this, it **allows me to take care of my patients, and keep them and my staff safe.**”

—Anish Hinduja, M.D., Kidney Health Center Of Maryland

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