

BlueJeans and HIPAA

What is HIPAA?

The Health Insurance Portability and Accountability Act (HIPAA) is a federal law containing provisions intended to protect the privacy of personal health information while allowing healthcare providers access to pertinent information to enable and promote quality healthcare. HIPAA includes several rules and provisions, including the Security Rule.

What is required under the Security Rule?

HIPAA requires all Covered Entities and Business Associates to comply with the Security Rule (45 CFR §164.312). The Security Rule requires Covered Entities and Business Associates to protect electronic patient health information by using the appropriate administrative, physical, and technical safeguards to ensure the confidentiality, integrity and availability of this information.

What is a Business Associate Agreement (BAA)?

HIPAA requires Covered Entities and Business Associates to obtain assurances from certain service providers (Business Associates) with respect to protected health information. In general, these assurances include that the Business Associate will protect the protected health information it receives and only use it for purposes of the services being provided and/or as permitted by law. A Business Associate Agreement, or BAA, between the Covered Entity and Business Associate can provide these assurances.

How BlueJeans Can Help Covered Entities comply with HIPAA

BlueJeans understands that protecting PHI is critical, and treats security and privacy with utmost importance. In considering their HIPAA obligations when weighing the use of telehealth and videoconferencing services, health care providers most often ask about both the Security Rule and BAAs. BlueJeans is proud to say that it meets all applicable requirements under the Security Rule including for the confidentiality, integrity, and availability of PHI; and that it has a Business Associate Agreement that it will enter into with covered entities to help meet the needed assurances regarding use of PHI.