TRANSFORMATIONAL HEALTH INFORMATION STRATEGIES

REDUCE COSTS AND RISKS, WHILE ENABLING INFORMATION GOVERNANCE

The average cost of a data breach for healthcare organizations is more than **$2.2 MILLION**.

89% of healthcare organizations had at least one data breach involving the loss or theft of patient data in the past 24 months.

– Sixth Annual Benchmark Study on Privacy & Security of Healthcare Data: Ponemon Institute 2016

NAVIGATING THE COMPLEXITY OF TODAY'S HEALTHCARE LANDSCAPE

BUSINESS AS USUAL IS NO LONGER AN OPTION

The seismic shifts across the healthcare industry are causing significant disruption. In today's increasingly complex healthcare landscape, you're faced with an ever-growing volume and variety of information distributed across multiple locations, making it difficult to find and even harder to share.

As the industry shifts from a fee-for-service to a value-based payment model, you need to evaluate ways to reduce costs and increase revenues while managing this information deluge. Furthermore, you need to:

ACHIEVE REGULATORY MANDATES

The transition from a paper-to a digital-based world can ultimately improve the performance of your health system with insights gained from clinical, operational and research data. Yet the strategies and tactics needed to implement critical programs including MACRA, Health Information Exchanges, and Population Health initiatives require ongoing investments in an era of scarce resources.

GAIN EFFICIENCIES DURING MERGERS AND ACQUISITIONS

The distributed nature of your health system creates diverse processes and policies. This is magnified during periods of mergers and acquisitions, causing multiple departmental 'silos' – each utilizing its own records and information management (RIM) processes. The inefficiencies of this distributed model impact your ability to deliver quality care and put you at risk of audits and legal action.

ADDRESS EXPONENTIAL INFORMATION GROWTH

In addition to paper and digital records, new data types such as genomics, digital pathology, biomedical sensors and proteomics are causing an information proliferation that is driving up your storage costs and consuming your resources. If you continue to treat this information as active and store it onsite, these costs will continue to rise.

ENSURE PROTECTION OF PATIENT INFORMATION

As information use rises, you become more vulnerable to cyber attacks and potential breaches, putting you at risk of fines and impact to your brand. And, with the cost and frequency of breaches increasing, you need to make sure your information is secure and protected.

MANAGE YOUR INFORMATION: DON'T LET IT MANAGE YOU

THE NEED FOR ENTERPRISE-WIDE INFORMATION GOVERNANCE

In this era of complex health delivery and payment reform - with frequent regulatory changes, concern for patient safety and quality, and demands for greater transparency - you need new strategies to help impact your long-term success.

Information is the lifeblood of this new healthcare ecosystem, and is the driving force behind the health industry transformation. Effective governance and management of information throughout its lifecycle is a fundamental means to achieve your goals.

OPTIMIZE INFORMATION VALUE

By establishing consistent Information Governance (IG) policies across your health system, you can enable compliance and minimize resources required by your Health Information Management and IT departments. These policies can optimize information value and limit risk at every stage: from the initial creation of records and information; throughout their active life; and at end-of-life through secure destruction.

ALIGN WITH YOUR STRATEGIC GOALS

As part of your strategy, it is essential to treat your information as a strategic asset. In order to safeguard against poor data quality, security breaches and other risks, you need to formalize your organization's information policy framework and ensure that it is implemented across multiple functions, applications and departments. Once this is complete, you can align these policies with your organization's strategic goals to achieve true enterprise-wide Information Governance.
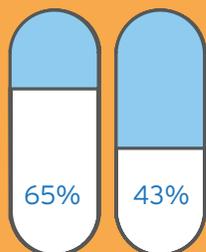
65% of today's health organizations recognize the need to formalize IG practices, but only 43% have initiated an IG program.

65% 43%

– 2014 Information Governance in Healthcare Benchmarking White Paper Cohasset and AHIMA

YOUR TRUSTED PARTNER IN INFORMATION MANAGEMENT

At Iron Mountain, we understand that our most valuable asset is your trust. From the everyday to the extraordinary, you can rely on Iron Mountain to store and secure what matters most. You'll have a trusted guide and guardian to help keep up to date with fast-paced regulatory changes and transform to a more digital way of working. Our responsibility begins when you entrust your patient records and other critical information to us, and doesn't end until we either return the assets or securely destroy them. That's why we have earned the trust of more than 95% of Fortune 1000 organizations and have maintained our leadership in the industry for more than 65 years.

EARNING YOUR CONFIDENCE EVERY DAY

Regardless of the assets stored, our commitment to you is the same: to be trusted guardians of the assets most important to you; securing their past, present and future value. With thousands of local facilities and the resources of a global organization, we deliver quick turnaround on your information requests and a consistent program across your health system.

SECURING YOUR INFORMATION

We also understand that your first and most fundamental expectation is that your information is securely protected and preserved. Our approach to security goes beyond standard network controls, background checks and fence heights, and employs a holistic strategy based on three core principles:

Total organizational commitment with a corporate culture for security that is universally understood and upheld. With a board-level committee focused exclusively on the safety, security and risk of our assets, you can be confident with the information entrusted to our care.

The desire and resources for improvement: Security isn't a destination; it's a never-ending process of setting safeguards, testing their effectiveness and continually making improvements. In order to ensure the security of your assets and information, we provide a series of tightly-linked safeguards and a chain of custody.

Expertise and experience: You trust that your assets and information will be available when you need them, whether for clinical use or to enable you to recover in the event of disaster. With more than 100 dedicated security professionals focused on ensuring the security of your information, we have been recognized by *Security* Magazine as one of the top 500 most secure companies every year since 2008.

And, with our dedicated team of healthcare-focused professionals, we understand the unique needs of the healthcare industry. We offer 24/7/365 customer support and employ specialized personnel with credentials that include PMP, BPMP, ITIL, CDIA+ and RHIA/RHIT.

We serve more than **2,000** hospitals and **45,000** healthcare accounts, providing you with a customized approach to meet your unique needs.

BROAD PORTFOLIO OF SERVICES

We are dedicated to understanding the needs of the healthcare industry, and have developed solutions that can help your organization to manage information throughout its lifecycle. Our services can help you:

STORE

Securely store your physical records, media and electronic information offsite, with access when needed. If disaster strikes, our offsite storage services give you peace of mind that your information is protected and recoverable.

COMPLY

Establish a clear strategy and program to accelerate your Information Governance objectives, enabling you get control of your information, consistently apply policy and deliver insight to your organization.

TRANSFORM

Transition to a digital environment by image-enabling your information. You can gain greater value from your information, increase your productivity and reduce risk.

DESTROY

Avoid a breach and dispose of your records and media in a compliant, reliable and cost-effective way. You'll benefit from a comprehensive disposition program that is convenient, HIPAA-compliant and sustainable.

WE HELP YOU TO ACHIEVE YOUR STRATEGIC GOALS

DECREASE COST

By adopting an enterprise-wide, policy-driven approach to managing information, you can optimize capacity, reduce redundancy and complexity, and save time and cost.

REDUCE RISK

Through a well-applied information management program, you can improve security and compliance, better enable discovery management and support enterprise-wide Information Governance.

IMPROVE PATIENT CARE

By establishing a governance and management strategy to support the lifecycle of your information, you can enable better access to patient information and improve care through more comprehensive and integrated patient records.

STORE AND SECURE YOUR INFORMATION

IRON MOUNTAIN INFORMATION STORAGE SERVICES

REPURPOSE VALUABLE SPACE AND RESOURCES

Offsite storage not only helps you more effectively store, manage and safeguard your information; it also allows you to repurpose your space for more productive activities to ultimately improve patient care. Your information is stored in our nationwide network of HIPAA-compliant facilities that feature advanced environmental, security and tracking controls. Included in our portfolio of storage services are:

RECORDS AND FILM STORAGE

With the **Iron Mountain® Medical Records Storage** service, you can protect your patient files, radiology films, cine films and fetal monitor strips. In addition to safeguarding clinical records, you can free up valuable space by moving business records – including human resources records and other administrative and financial records - to offsite storage. And, your records can be stored in **Open Shelf Storage** for ease of access.

WIth offsite records storage, you can reduce the demands on your staff while simultaneously getting rapid, round-the-clock access to and retrieval of your critical clinical and business files. By effectively managing the unique access, retention and security requirements of your information, you can meet compliance requirements while simultaneously minimizing the impact to your budget.

SLIDE AND BLOCK STORAGE

Free up your lab storage space while ensuring the integrity of your slides and blocks remain intact. With the **Iron Mountain® Pathology Storage Management** service, your slides and blocks are stored offsite in a highly secure, temperature-controlled facility to ensure their long-term preservation and improve visibility into where they are and who has access to them.

OFFSITE MEDIA STORAGE

Reduce downtime and get back up and running should the unexpected happen. The **Iron Mountain® Offsite Tape Vaulting** service stores your tapes offsite in our network of highly secure, climate-controlled storage facilities.

With this solution, you can readily access your tapes when needed with a proven chain of custody.

FINE ART STORAGE

Beyond health information, you can store your fine art collection in locations staffed by trained art handlers. You can access your collection while strict privacy measures are enforced.

COLOCATION AND WHOLESALE DATA CENTER

You can co-locate with confidence with **Iron Mountain® Data Center** solutions. These solutions provide comprehensive compliance support, layered security, predictable capacity, energy efficiency, and DCIM-enabled transparency. Whether you need a home for your production or Disaster Recovery IT infrastructure and applications, you'll have resilient, reliable, and network-optimized data centers that are ideal for both environments. If you are considering construction, legacy facility upgrades, migration, or data center consolidation, you can utilize our flexible offerings and vetted, skilled remote support personnel to address your requirements. Choose from dedicated data centers, private suites, secure cages, and individual cabinets.

CLOUD DATA REPLICATION

Access critical data faster and more frequently than legacy approaches with **Iron Mountain® Cloud Data Replication for EMC Data Domain® or Avamar®**. With this service, you can replicate data to a Data Domain target hosted in an Iron Mountain data center, so you can feel confident in your disaster recovery plan. You'll also avoid the capital expenses tied to a secondary target device and the recurring costs of operating a dedicated recovery site.

CLOUD-BASED SERVER BACKUP

With **Iron Mountain® Server Backup**, you can perform backups automatically and continuously over the Internet or a private network connection down to 15-minute increments, so your data is protected as it's created. Your data is encrypted at the source with a unique key, and the solution uses the Secure Sockets Layer (SSL) protocol to transmit your data to our offsite data centers. In the event of a potential disaster, our cloud disaster recovery experts can plan, test and manage your entire recovery process, giving you secure, unlimited access to your information and minimizing disruption to your business.

MEDICAL IMAGE ARCHIVE

With **Iron Mountain® Cloud Storage for Medical Images**, you get cloud-based storage for your PACS data – enabling you to manage and preserve the data for long periods of time and reducing the burden on your IT resources.

CLOUD DATA ARCHIVE

With **Iron Mountain® Cloud Archive™** services, you have a secure cloud storage destination for protecting, preserving and managing valuable enterprise data retained for the long term. The solution enables you to efficiently store archive data at a predictable cost, while providing accessibility and availability for litigation or compliance purposes.

FAST TO ACCESS & EASY TO MANAGE

To effectively manage your physical and electronic records, Iron Mountain provides a web-based interface to help you find the information you need quickly. With this portal, you can place orders for pickup and retrieval, report on program activity, costs, inventory, and compliance, and track recently placed orders.

📊 ENHANCE COMPLIANCE

IRON MOUNTAIN INFORMATION GOVERNANCE SERVICES

The enormous proliferation of health data requires an information lifecycle management strategy that can keep pace. With Iron Mountain's portfolio of Information Governance (IG) services, you can accelerate your journey to enterprise-wide governance and enhance compliance across your health system. These services enable you to:

ORGANIZE FOR GOVERNANCE

WIth **Iron Mountain® Strategic IG Roadmap Assessments**, you can identify program gaps and develop a roadmap with prioritized work streams, resource requirements and expected results tied to your key strategic objectives.

CONSISTENTLY APPLY POLICY

Design, build, and execute practical and legally sound information management policies. By leveraging our expert consultants in such areas as records classification and litigation readiness, you'll be able to reduce the costs, complexity and risks of managing your information lifecycle.

Receive continuously updated retention guidelines curated by legal experts and delivered to you automatically so you can keep in compliance with the latest regulations. With the **Iron Mountain® Policy Center** solution, **and the Iron Mountain® Global Research** service, you can automatically implement

and communicate new guidelines to ensure that policy is being consistently applied to clinical and business records, regardless of format.

GET CONTROL OF YOUR INFORMATION

Determine your level of information risk by identifying where your clinical and business information lives across your enterprise. With the **Iron Mountain® Data Mapping Professional Services** you can inventory your information systems. Also, with the **Iron Mountain® Data Integrity** service, you can ensure your metadata is applied to legacy information already in storage.

MAXIMIZE THE EFFECTIVENESS OF YOUR RECORDS & INFORMATION MANAGEMENT PROGRAM

ENHANCE DATA QUALITY

Managing duplicate records comes with cost and risk, and initiating a process to identify duplicates and clean up down-stream systems can have an immediate, positive impact for your organization. With the **Iron Mountain® MPI Cleanup** solution, you can enhance the overall quality and integrity of your data and better enable governance.

DELIVER PROGRAM INSIGHT

With the **Iron Mountain® Analytics Dashboard**, you can gain insights into your programs' effectiveness and understand the impact of changes to your enterprise-wide information management strategy. With this service, you can easily see trends, optimize performance and monitor for risk.

CONTINUOUS PROGRAM IMPROVEMENT

With the **Iron Mountain® Organizational Design and Staffing** services, you'll be able to leverage short-and long-term staffing services to help augment your existing resources. Through trained and carefully selected resources, you can outsource some or all of your day-to-day information management responsibilities. By utilizing these resources, you can focus on key strategic initiatives while resting assured that your information management program is compliant.

TRANSFORM YOUR ORGANIZATION: FOCUS ON YOUR MOST STRATEGIC TASKS

IRON MOUNTAIN HEALTH INFORMATION MANAGEMENT SERVICES

We understand the unique needs of healthcare organizations and offer a portfolio of health information management services that will enable you to optimize your workflow and maximize the use of your resources. By strategically outsourcing these functions, you can transform to a more digital way of working, alleviate your bandwidth constraints, and redeploy staff resources to more critical initiatives.

INTEGRATE RELEASE OF INFORMATION

Integrate your release of information processes with your records to mitigate risk. With the **Iron Mountain® Release of Information** solution, you can safeguard the privacy of protected health information and accelerate the processing of requests.

DIGITIZE BUSINESS AND CLINICAL RECORDS

You can accelerate your adoption of electronic medical records with **Iron Mountain® Document Conversion** services. With best practice-based imaging workflows and proven processes, you can integrate your clinical records into your EHR for easy retrieval and access. You can also digitize your business and operational records to maximize your ability to store and access the information you need. With a range of services including day-forward and backfile conversion and **Image-on-Demand™**, you can better enable your digital transformation.

ESCROW MISSION-CRITICAL APPLICATIONS

With **Iron Mountain® Technology Escrow and Verification** services, you can minimize risk by protecting your most important mission-critical applications, including clinical decision support, retail pharmacy management and electronic healthcare record solutions.

DECOMMISSION LEGACY ASSETS

With the **Iron Mountain® Restoration Assurance Program**, you can eliminate your resource-consuming legacy systems and decommission your assets, while at the same time allowing access to your data. With this service, you have a fully defensible, auditable, and repeatable process that reduces your cost and risk.

STREAMLINE FULFILLMENT

With **Iron Mountain® Fulfillment** services, you can get your messages, materials and products to market quickly, accurately and cost-effectively using both physical and electronic delivery channels. With this service, you can create customized kits for your member population, thereby offloading the burden from your staff and reducing cost.

AVOID A BREACH

IRON MOUNTAIN INFORMATION DESTRUCTION SERVICES

As information volumes continue to grow, the risk of loss or breach increases as well. Because a significant portion of this information can be deemed redundant, obsolete or trivial (ROT), if you aren't enforcing retention, you're exposing your healthcare organization to increased costs and to the risks of potential litigation. You need a comprehensive disposition program that is convenient, secure and sustainable, and you need to be sure you can dispose of your records and media in a reliable and cost-effective way. Iron Mountain offers a suite of services including:

SECURE ONSITE, OFFSITE OR ONE-TIME SHREDDING

With the **Iron Mountain® Secure Shredding** solution, you get access to trained professionals who can help you understand every facet of information disposal so you'll know what to shred as regulations and business needs evolve. You can get the flexibility you need to tailor a secure shredding program that meets your specific requirements and leverage these services on an ongoing or project-by-project basis.

SECURE X-RAY FILM DESTRUCTION

Destroy all your destruction-eligible film leveraging a proven, compliant process that emphasizes security and delivers an auditable chain of custody with the **Iron Mountain® Film Destruction** service. Once complete, you will receive a certificate of destruction that will show litigators and regulatory bodies your commitment to compliant destruction.

E-WASTE AND IT ASSET DESTRUCTION

Leverage secure, environmentally friendly procedures to recycle, repurpose or destroy your old, obsolete or decommissioned IT assets with the **Iron Mountain® Secure e-Waste and IT Asset Disposition (ITAD)** service. With this service, you can responsibly destroy storage devices and media and mitigate the risk of inadvertent disclosure. Once complete, you will receive a certificate of destruction.

FOR MORE INFORMATION

ON HOW YOU CAN GET BETTER CONTROL OVER YOUR CLINICAL AND BUSINESS RECORDS AND TRANSFORM THE WAY YOU MANAGE YOUR INFORMATION,

Contact Iron Mountain at 800-899-IRON or visit ironmountain.com/healthcare.

Follow us on Twitter: @IronMtnHealth

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ABOUT IRON MOUNTAIN
Iron Mountain Incorporated (NYSE: IRM) provides information management services that help organizations lower the costs, risks and inefficiencies of managing their physical and digital data. Founded in 1951, Iron Mountain manages billions of information assets, including backup and archival data, electronic records, document imaging, business records, secure shredding, and more, for organizations around the world. Visit the company website at www.ironmountain.com for more information.

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