

Universal Identity Services



HIMSS Conference 2013

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PID#

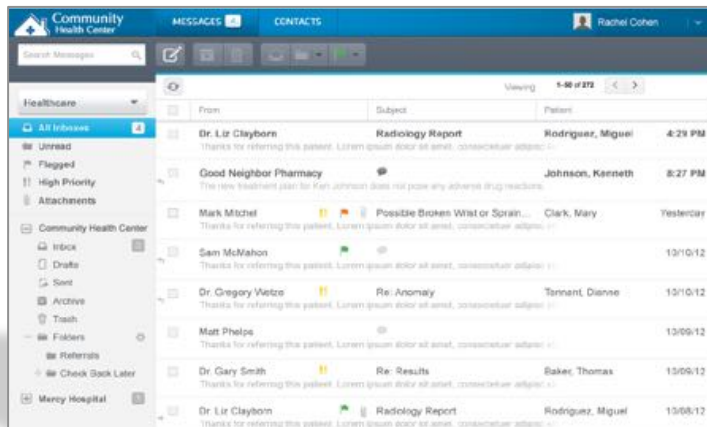
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# A Use Case for Using UIS for Secure Web Access



# Universal Identity Services

**As a new member of Community Health Center, Dr. Cohen is required to use Secure Universal Message Services (SUMS) for HIPAA-compliant messaging to other medical care providers. To use SUMS, she must first verify her identity and credentials by signing up for a Verizon Universal ID.**





# Universal Identity Services

As part of Dr. Cohen's on-boarding, she receives an email invitation to sign up for UIS in order to access the SUMS HIPAA-compliant message services.

The screenshot shows an email client interface. On the left is a sidebar with 'Mail' and folders like 'Compose', 'Inbox', 'Starred', 'Important', 'Sent Mail', 'Drafts', 'Circles', 'Google Calendar', and 'Google Docs'. The main content area displays an email from 'd.cohen@verizonbusiness.com' with the subject 'Set up your Universal ID'. The email body contains a welcome message for Dr. Cohen, explaining that she needs to sign up for a UIS account to use SUMS Secure Universal Message Services for HIPAA-compliant messaging. At the bottom of the email body, there are two buttons: 'Set up your Universal IDentity' and 'Already have a Verizon Universal ID?'. The footer of the email includes '©2013 Google' and other legal notices.



# Universal Identity Services

SUMS 

  
Verify your Identity

## Set up Secure Login with Universal Identity Services

Welcome Dr. Cohen

You will need to sign up for a UIS account in order to use the SUMS Secure Universal Message Services that Community Health Center utilizes for HIPAA-compliant messaging between providers.

It should only take 3 minutes to complete!



We need to confirm your permanent address to verify your identity.

123 Washington Heights Blvd  
Apt 10  
Boston, MA 02193

[Click edit address](#)

Confirm and Continue >



The link from the email sends Dr. Cohen to a welcome page where she can view a demonstration video on setting up her UIS account. Otherwise, she is able to jump right into the set up process starting with capturing her home address for identity verification.



# Universal Identity Services

SUMS 



Verify Your Identity

Identity verification continues with confirming her birthdate and the last 4-digits of her SS#.

We need a little more information about you to enhance your next level of security.

My birthdate is:   ?

My social security is: XXX-XX-XXXX ?

Your security is our priority!  
We will never share or sell your personal information with anyone.

Continue >

powered by 



PLAY DEMO

Why protect your identity with Universal Identity Services?





# Universal Identity Services

SUMS 

## Verify Your Identity

Access to very sensitive information requires a high level of security. To verify your identity with a government agency, you will need to answer these questions.

### Question 1 of 5:

Which of the following Streets have you Previously or Currently used as your address?

- Pond Street
- Graham Bell Circle
- Washington Boulevard
- Highland Avenue
- None of the above

2 of 5 >

1:32 minutes left out of 2

Continue >

powered by 



PLAY DEMO

Why protect your identity with Universal Identity Services?

**Strong authentication is needed where HIPAA compliance is required. Dr. Cohen's identity is further verified through a series of Q/A that checks her answers against public records.**



# Universal Identity Services

SUMS 



User ID credentials are then set up. Rules for username and password requirements are indicated below each field.

Choose a unique and memorable username and password that follows the rules shown below.

Universal ID Username

examples: marjones12, MarcusE@domain.com

Universal ID Password

at least 10 characters of letters, numbers, and symbols

Create my Account

powered by 





# Universal Identity Services

SUMS 



Choose a unique and memorable username and password that follows the rules shown below.

Universal ID Username

✓ that username is available

examples: mariposa12, MarcusE@domain.com

Universal ID Password

✓ that password is strong

✓ that is a match

at least 10 characters of letters, numbers, and symbols

[Create my Account](#)

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PLAY DEMO 

Why protect your identity with Universal Identity Services?



# Universal Identity Services

SUMS 



The last step in the set up process is activating paths for receiving one-time-use Cloud Keys to sign in to UIS for each login session. Two Cloud Key paths are required.

When you log in to sites, you will need... along with a separate Cloud Key. You'll be... how you receive that key each time.

personal mobile ...76295

The text gave this key





# Universal Identity Services

SUMS 



When you link along with a how you rec

If I ever can

Email Address

+ add add

I'm D

**Mail**

COMPOSE

Inbox  
Starred  
Important  
Sent Mail  
Drafts  
Circles  
More -

Google Calendar +  
Google Docs +

ESP.N.com - Documents show early fears of Super blackout - 10 hours ago


**Your Cloud Key**

d.sampler@email.com 2:20 PM (19 hours ago)  
to me

Dr. Cohen, here is the Cloud Key needed to verify your second path.

**208356**

To learn more about Universal Identity Services, review email policies, or block all future emails, visit <https://www.verizonuniversalidentityservices.com/policies>

powered by 

Click here to Reply or Forward



# Universal Identity Services

SUMS powered by 



Congratulations, you have set up the two required Cloud Key Paths. You can set up more paths now or later.

Add a path for sending Cloud Keys

A blue rounded rectangle containing four icons: a smartphone for 'Text', an envelope for 'Email', a telephone handset for 'Call', and a gear for 'Cloud Key App'.

**I'm Done**



### Verified Cloud Key Paths

- ✓ (202) 999-1296 Default path
- ✓ & sampler@email.com



PLAY STORE

Why protect your identity with Universal Identity Services?



# Universal Identity Services

SUMS powered by 



Once the 3-step set up is complete, Dr. Cohen is able to log into SUMS Secure Universal Message Services.

**Congratulations!**

Your Universal ID was successfully created.

[Log In to SUMS](#)

[Edit Universal ID Profile](#)





# Universal Identity Services



Phone or Email

Password

Send Cloud Key

SIMS

TOUR

CASE STUDIES

NEED HELP?

## REAL-TIME MESSAGING

Get the power of real-time, anywhere messaging to clinicians, care teams, and patients.

[SIGN UP FOR AN ACCOUNT](#)

Already have an invite? [Click here](#)



### Great Features

- Secure Instant Messaging
- Video Conference Exchange
- Web Message Portal
- Mobile App (Android & iOS)
- ePrescribing / mHealth
- EMR Toolkit (Electronic Medical Record)
- HIE Toolkit (Health Information Exchange)

### Get a Closer Look



At the new integrated SIMS application  
Lorem ipsum dolor sit amet consectetur.

[Take the tour](#)

### Healthcare Innovation



Pellentesque namc magna, mollis eu  
conmodo eu, facilisis at magna.

[View some case studies](#)





# Universal Identity Services

Phone or Email

Password

Send Cloud Key

The “smart” login entry field allows Dr. Cohen to key in any of her Cloud Key Paths (phone number, email address, etc.).

TIME MESSAGING

the power of real-time,  
where messaging to clinicians,  
teams, and patients.

UP FOR AN ACCOUNT

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Features

Get a Closer Look

Healthcare Innovation





# Universal Identity Services

Verizon

A Cloud Key was sent to (202) 999-4294

Use another Cloud Key Path

SUNS TOUR CASE STUDY

feather@communityhealth.org Email  
18006296-1988 Call  
18006296-1988 Text  
Keymaker  
18006296-1988 Text

TIME MESSAGING

the power of real-time, where messaging to clinicians, teams, and patients.

UP FOR AN ACCOUNT

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# Universal Identity Services



A Cloud Key was sent to  
[ccolm@communityhealth.org](mailto:ccolm@communityhealth.org)



[Use another Cloud Key Path!](#)

[SUNS](#)

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## REAL-TIME MESSAGING

the power of real-time,  
where messaging to clinicians,  
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[SIGN UP FOR AN ACCOUNT](#)

Want an invite? [Click here](#)



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# Universal Identity Services

A Cloud Key was sent to  
ccolm@sumscountyhealth.org

1 2 3 4 5 6

Use another Cloud Key Path?

After selecting the path, her Cloud Key is sent. Once she has entered the Cloud Key, she will be logged into SUMS.

TIME MESSAGING

the power of real-time,  
where messaging to clinicians,  
teams, and patients.

UP FOR AN ACCOUNT

Give an invite? [Click here](#)



Features

Get a Closer Look

Healthcare Innovation



# Universal Identity Services

**Dr. Cohen is now securely logged into her SUMS account with her UIS credentials.**

**She can exchange secure HIPAA-compliant messages with other authenticated providers including pharmacists and other specialists.**

