



DataMotion Provides Direct Secure Messaging at HIMSS17 Interoperability Showcase; CTO Re-elected to NATE Board of Directors

HISP's Technology to Support Showcase Demo of Consumer-Provider Health Exchange

FLORHAM PARK, N.J. – February 15, 2017 – DataMotion, [an experienced health information services and solution provider](#), announced today that its Direct Secure Messaging service (DataMotion Direct) will be the technology backbone for the [National Association for Trusted Exchange](#) (NATE) interoperability showcase during HIMSS17. NATE will demonstrate the registration of a healthcare provider's medical records department in a FHIR-based directory. This will include how the provisioning of a DataMotion Direct address enables bi-directional exchange with the consumer-controlled apps recognized by NATE's trust community.

"Consumers are requesting their medical records and providers want to share them but there is often a workflow disconnect between the two," said Aaron Sieb, chief executive officer of NATE. "Using the NATE Blue Button Directory, and enabling technology from DataMotion, MiHIN, and New Wave, we will demonstrate how a standards-based solution can alleviate this problem." The demonstration will take place during HIMSS17 at the Orange County Convention Center in Orlando, Florida February 19 - 23.

DataMotion is also a Gold Sponsor of NATE's Champions of Consumer Access Awards & Reception, to be held Tuesday 2/21, 4 - 6 PM in the Sunburst Room (W340A) at the convention center. DataMotion will present an award to Dr. Shafiq Rab, chief information officer and vice president of Rush University Medical Center in Chicago. Dr. Rab is receiving the award for his prior work at Hackensack University Medical Center developing an industry-first mobile application for patient self-enrollment, consent and secure messaging enabled by DataMotion.

In addition, Bob Janacek, co-founder and CTO of DataMotion Health has been re-elected to the Board of Directors of NATE for a three year term. Janacek has more than 25 years of security and software design experience. In his role as CTO at DataMotion, he is responsible for the vision of DataMotion technology, while ensuring that the products are easy to use and manage. As a board member of [NATE](#), a not-for-profit association, he contributes to the goal of enabling consumers to securely access and share their health information with their family care providers, doctors and others that they trust, leading to improvements in engagement, safety and outcomes. Key to this is encouraging consumers to take control of their health – through secure communications with providers and access to their own health information.

"DataMotion's collaboration with NATE is driven by our shared mission to dramatically reduce the cost and complexity of exchanging private health information in a secure and compliant way," said Bob Bales, chief executive officer of DataMotion. "We are excited to work with NATE in showing the deep capabilities of Direct for the exchange of protected information between consumers and health providers."

About DataMotion and DataMotion Health

Since 1999, DataMotion secure data delivery technology has enabled organizations of all sizes to reduce the cost and complexity of delivering electronic information to employees, customers and partners in a secure and compliant way. Ideal for highly regulated industries, the DataMotion Platform offers easy-to-use encryption solutions for [email](#), [file transfer](#), [forms processing](#) and [customer-initiated contact](#). In the healthcare sector, DataMotion Health is an accredited HISP (health information service provider) of Direct Secure Messaging and patient engagement solutions. The [DataMotion Direct service](#) enables efficient interoperability and sharing of patient data across the continuum of care. DataMotion is privately held and

based in Florham Park, N.J. For the latest news and updates, visit <http://www.datamotionhealth.com/>, follow DataMotion on LinkedIn or Twitter® @datamotion.

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Media Contacts:

Monica Hutton
DataMotion
(973) 455-1245 x510
monicah@datamotion.com