Cortext® Secure Texting Joins Forward Advantage's Suite of Identity & Access Management Solutions

About Forward Advantage

Since 1993, Forward Advantage has provided software and services to improve the exchange of information and access to it. Offering products developed in collaboration with MEDITECH for report distribution, HIE products and services, data migration, and identity management, Forward Advantage has over 1,200 installations worldwide and is in the leading position to provide innovative and cost-effective solutions for MEDITECH customers. More information on Forward Advantage's product and services can be found at www.forwardadvantage.com.

About Imprivata

Imprivata is a leading provider of authentication and access management solutions for the healthcare industry. Imprivata's single sign-on, authentication management and secure communications solutions enable fast, secure and more efficient access to healthcare information technology systems to address multiple security challenges and improve provider productivity for better focus on patient care. Over 2 million care providers in more than 1,000 healthcare organizations worldwide rely on Imprivata solutions. Imprivata is the category leader in the 2012 and 2013 Best in KLAS Software & Services Report for SSO, and SSO market share leader according to HIMSS Analytics.

For immediate release:

Fresno, CA (October 7, 2014) - Forward Advantage announced today the addition of Imprivata's Cortext® to its suite of Identity & Access Management Solutions designed to improve provider productivity and patient care. As an authorized reseller of Cortext, Forward Advantage will be delivering HIPAA-compliant text and photo messaging to MEDITECH and other healthcare markets. This exciting solution allows providers to quickly and securely communicate with each other using their smartphones, and it synchronizes with other devices such as tablets and desktops.

"With healthcare shifting in the direction of pay-for-performance, we need to give providers the tools to allow them to do their jobs as efficiently as possible while improving patient care," says Chris Roggenstein, president and CEO of Forward Advantage. "That's exactly what our Identity & Access Management Solutions aim to do, and the new Cortext offering fits like the missing puzzle piece. It allows providers to take advantage of the smartphones they're already using to streamline clinical information exchange without compromising patient security."

As a native iPhone and Android application, Cortext looks like the SMS text messaging that providers are already familiar with. However, rather than sending SMS messages, it uses secure TLS or SSL connections with AES 256-bit and RSA 2,048-bit encryption. Cortext encourages care team collaboration across multiple organizations and has been proven to save 15 minutes per provider per day. It comes with a number of useful features including:

- Synchronization with Active Directory, CSV file upload, and Web form entry
- Persistent and customizable alerts
- Ability to integrate alerts with personal devices
- Message status and read receipts

Click here for more information on this latest solution, or contact your Forward Advantage Representative.

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