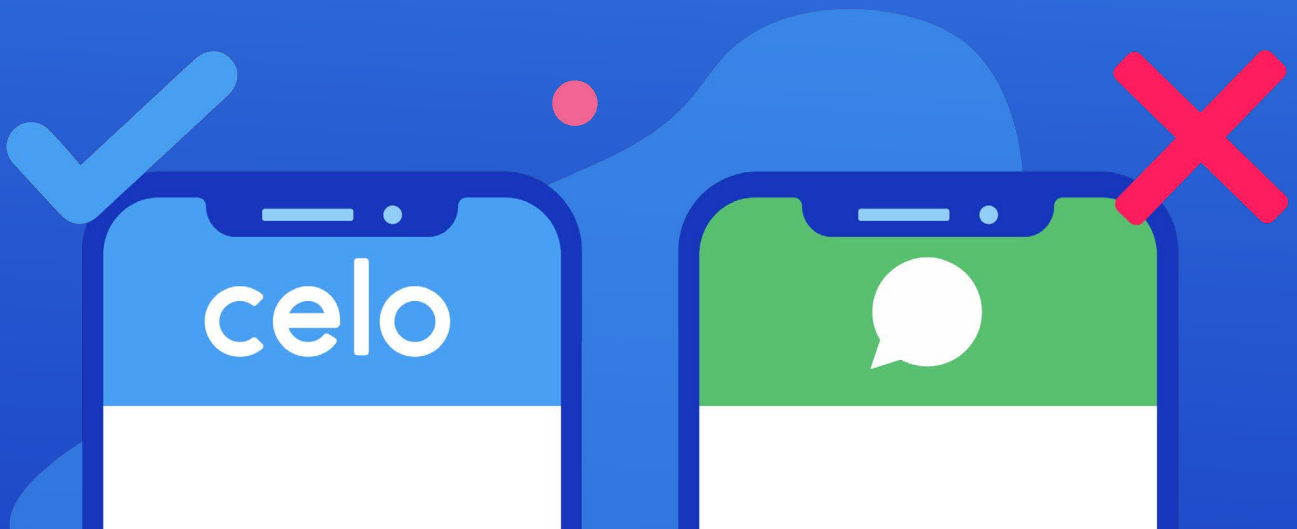




# Celo: An Alternative to WhatsApp

Thinking of sending sensitive patient data to your colleagues or team via a WhatsApp chat group? Think again. Most consumer-grade messenger apps aren't fit-for-purpose in the healthcare industry.



## HIPAA Compliant & Globally Accredited



HIPAA  
Compliant

HITECH  
COMPLIANT

HITECH ACT  
Compliant



General Data  
Protection Regulation



ISO 27001 Certified  
Data Center



SOC2 Certified MS Azure  
Cloud



Cyber  
Essentials



Information  
Commissioner's Office



UK G-Cloud 12  
Certified Provider



IRAP Certified MS  
Azure Cloud



Compliant with  
OAIC Privacy Act



NSW Govt.  
Certified Provider



Department of Internal  
Affairs Marketplace



Health Information  
Standards Organization



NHS DSP Toolkit &  
Information Governance



83% Review Score  
by ORCHA



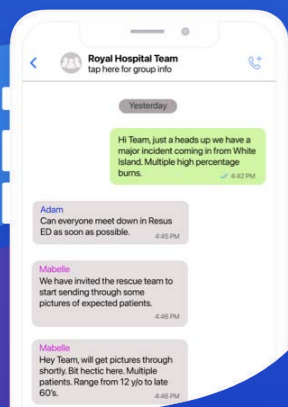
## The situation

In the healthcare sector, there are mobile devices everywhere which are often being used at the point of care. In particular, clinicians at hospitals and healthcare organizations are using consumer text-messaging and instant-messaging apps to communicate and discuss patient details due to the

“The ownership and clinical use of smartphones by doctors and nurses in the UK”, found that:

- 98.9% of clinicians own a smartphone
- over 90% of clinicians use a healthcare centered app

(Evidence from the British Medical Journal)



## The problem

WhatsApp and other consumer grade applications don't treat the data that's being communicated with the right level of security, meaning they fall short of health privacy standards, including HIPAA (USA), GDPR (EU & UK), HISO Regulations (NZ), or OAIC (AUS) regulations. The penalties for this are severe for the individual and the organization not to mention

- 27% of clinicians use a secure messaging application in the workplace
- Only 7% of hospitals said most clinicians were using a hospital-issued messaging app

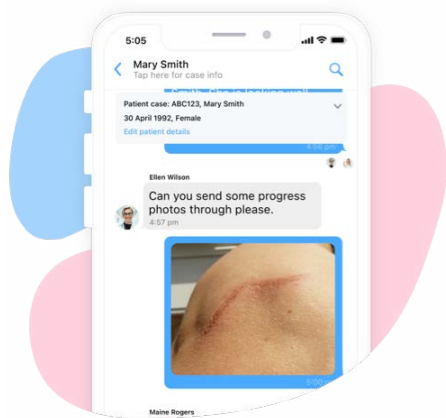
While almost all clinicians have access to a smartphone, a majority were wrongfully using consumer applications readily available to non-healthcare professionals.

(Evidence from the Journal of Hospital Medicine)



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<https://www.celohealth.com>





## The solution

At Celo, we have solved these problems and have become an integral part of the healthcare sector by offering a HIPAA compliant and secure solution to individuals and organizations.

An article published in the British Medical Journal titled "Wanted: a WhatsApp Alternative for Clinicians" demonstrated that WhatsApp is a valuable tool in the healthcare sector, even if it does not comply with health privacy laws such as the GDPR.

The article showed that the huge risks of using WhatsApp in a clinical setting are outweighed by the benefits. This highlights a problem in the healthcare sector that needs to be solved quickly as over 90% of clinicians are already using their smartphones in the workplace.

## Using WhatsApp for sending patient health information (PHI) is a direct violation of HIPAA.

Here is why:

- ❌ WhatsApp and texting are not compliant with HIPAA.
- ❌ WhatsApp messages are only encrypted in transit. Messages and photos on a device or in backup remain vulnerable.
- ❌ The servers owned by Facebook are not compliant with HIPAA.
- ❌ You require personal phone numbers to message individuals.
- ❌ Clinical conversations are easily mixed with personal chats.
- ❌ Users are not verified and sensitive information can end up in the wrong hands.



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# Celo solves healthcare privacy



## Authenticated

Celo verifies users by identity and profession, so you can make sure you are talking to the right person. Celo also verifies healthcare organizations. The Celo healthcare messaging app is always pin code or biometrics protected.



## Encrypted

All healthcare data is stored in a healthcare compliant Microsoft Azure Data Center that is compliant with HIPAA, HITECH, ISO 27001, GDPR, HISO regulations and OAIC regulations. All data used by the Celo app and end user is also encrypted using sha256RSA.



## Secure

All Celo data is stored securely on Celo's compliant servers, which are healthcare grade encrypted, in your Celo secure library. No patient information is stored permanently on a Celo user's device, including any clinical photographs captured.



## At Celo, we only do healthcare

### An encrypted and secure app

All Celo data is password protected and encrypted with healthcare grade protocols. No patient information is stored permanently on a Celo user's device, including any clinical photographs captured. As such, Celo cannot be compromised if unauthorized access is gained to your phone. Celo verifies users by identity and profession, so you can make sure you are talking to the right person.

### Auditability

Celo data is securely stored and can be integrated to Electronic Health Records. Furthermore, Celo data is stored to be compliant with data sovereignty requirements.

### Celo Secure Library

Photos and documents stored or created in Celo are only saved to the Celo Secure Library and not saved on the user's device. The Celo Secure Library is not synced with any third party servers or cloud services. Celo also allows clinicians to optionally attach a record of consent to clinical



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