

HealthIDx
Collaboration through trust...

What is NSTIC?

Called for in President's Cyberspace Policy Review (May 2009):
a "cybersecurity focused identity management vision and strategy...that addresses privacy and civil-liberties interests, leveraging privacy-enhancing technologies for the nation."

Guiding Principles



Identity solutions
will be privacy-
enhancing and
voluntary



Identity solutions
will be
secure and resilient

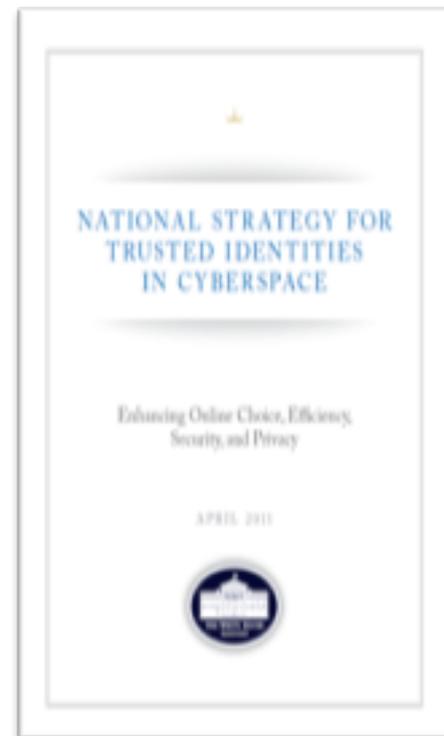


Identity
solutions will
be
interoperable



Identity solutions
will be cost-effective
and easy to use

NSTIC calls for an **Identity Ecosystem**,
"an online environment where individuals
and organizations will be able to trust each other
because they follow agreed upon standards to obtain
and authenticate their digital identities."



Key Implementation Steps

Convene the Private Sector

- August 2012: Launched privately-led **Identity Ecosystem Steering Group (IDESG)**. Funded by NIST grant, IDESG tasked with crafting standards and policies for the Identity Ecosystem Framework <http://www.idecosystem.org/>
- October 2013: IDESG incorporates as 501(c)3, prepares to raise private funds
- July 2014: NIST awards IDESG Inc. follow-on grant

Fund Innovative Pilots to Advance the Ecosystem

- Four rounds of pilot grants since 2012
- 12 pilots now active

Government as an early adopter to stimulate demand

- White House effort to create a **Federal Cloud Credential Exchange (FCCX)**
- Last year: USPS awards FCCX contract; Now: rethink how USG buys identity services
- Next month: FCCX goes live! FedRAMP certified. Rename as **Connect.gov**

Executive Order 13681

Sec. 3. Securing Federal Transactions Online.

To help ensure that sensitive data are shared only with the appropriate person or people, within 90 days of the date of this order, the National Security Council staff, the Office of Science and Technology Policy, and OMB shall present to the President a plan, consistent with the guidance set forth in the 2011 National Strategy for Trusted Identities in Cyberspace, to ensure that all agencies making personal data accessible to citizens through digital applications require the use of multiple factors of authentication and an effective identity proofing process, as appropriate.

Within 18 months of the date of this order, relevant agencies shall complete any required implementation steps set forth in the plan prepared pursuant to this section.

-10/17/2014

Things we've learned

1. “Ain’t no party like a relying party” – Business models must be compelling, or nobody will bother to accept an external credential
2. “Remote” identity proofing has its limitations; in-person options are needed to cover the full population
3. Interoperability is not just a technical issue – the policies and business rules are vital too
4. User Experience must be outstanding – make it simple for the consumer and you win!

NSTIC Pilot Overview

- Public-private partnership forming an ecosystem comprised of Relying Parties, Identity Providers, Identity Provers, Attribute Verifiers, Attribute Providers, Credential Service Providers and other Participants
- Governing Board members representing:



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Who is HealthIDx

- HealthIDx provides outsourced high-assurance Identity and Access Management services (IDAM) to the healthcare industry.
- In doing this, HealthIDx aggregates the technology, data, policies, procedures, certifications, and support necessary to create, provision, maintain, and monitor trusted identity credentials for the healthcare identity ecosystem.

HealthIDx Key Personnel



Scott Lowry
CEO

CEO, HealthIDx, Inc.
GM of Public Sector & Healthcare, SecureKey
Founder and CEO, Digital Signature Trust



Matthew Thompson
President

President, HealthIDx, Inc.
Founder and COO, ID.me
Special Operations Commander, US Army



Michael Farnsworth
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Chief Architect, HealthIDx, Inc.
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Ravi Ganesan

Project Architect, Technical Lead, and SME

Founder, Maya.Ninja
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Project Architect, Technical Lead, and SME

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Scott Kern

Project Architect, Technical Lead, and SME

VP of Customer and Tech Solutions, HydrantID
Lead Identity Architect, Verizon Business
Chief Software Systems Engineer, SAIC



David Miller

Project Architect, Technical Lead, and SME

Chief Security Officer, Covisint
Director of Operations for General Motors TradeXchange
Chief Architect, Secureway (a division of IBM)

Why do we care about all this
identity stuff?



"On the Internet, nobody knows you're a dog."

©The New Yorker Collection 1993 Peter Steiner
From cartoonbank.com. All rights reserved.

Because, nobody knows you're a dog...YOU cannot assert your identity on the internet and be trusted!

And, because you can't, we've
invented Credential Service
Providers (aka CSPs) to do it for
you...

Trusted Identity Credentials: How does a CSP get there from here?

- Two challenges:
 - 1) CSP must first satisfy themselves that you are whom you purport to be, and
 - 2) Once satisfied with your identity, how they (CSP) will communicate their identity assertion about you to other

Getting there – Proofing Your Identity



Cross generational
DNA testing

DMV/Gov records

Credit bureaus

Family and friends

Stranger in a bar

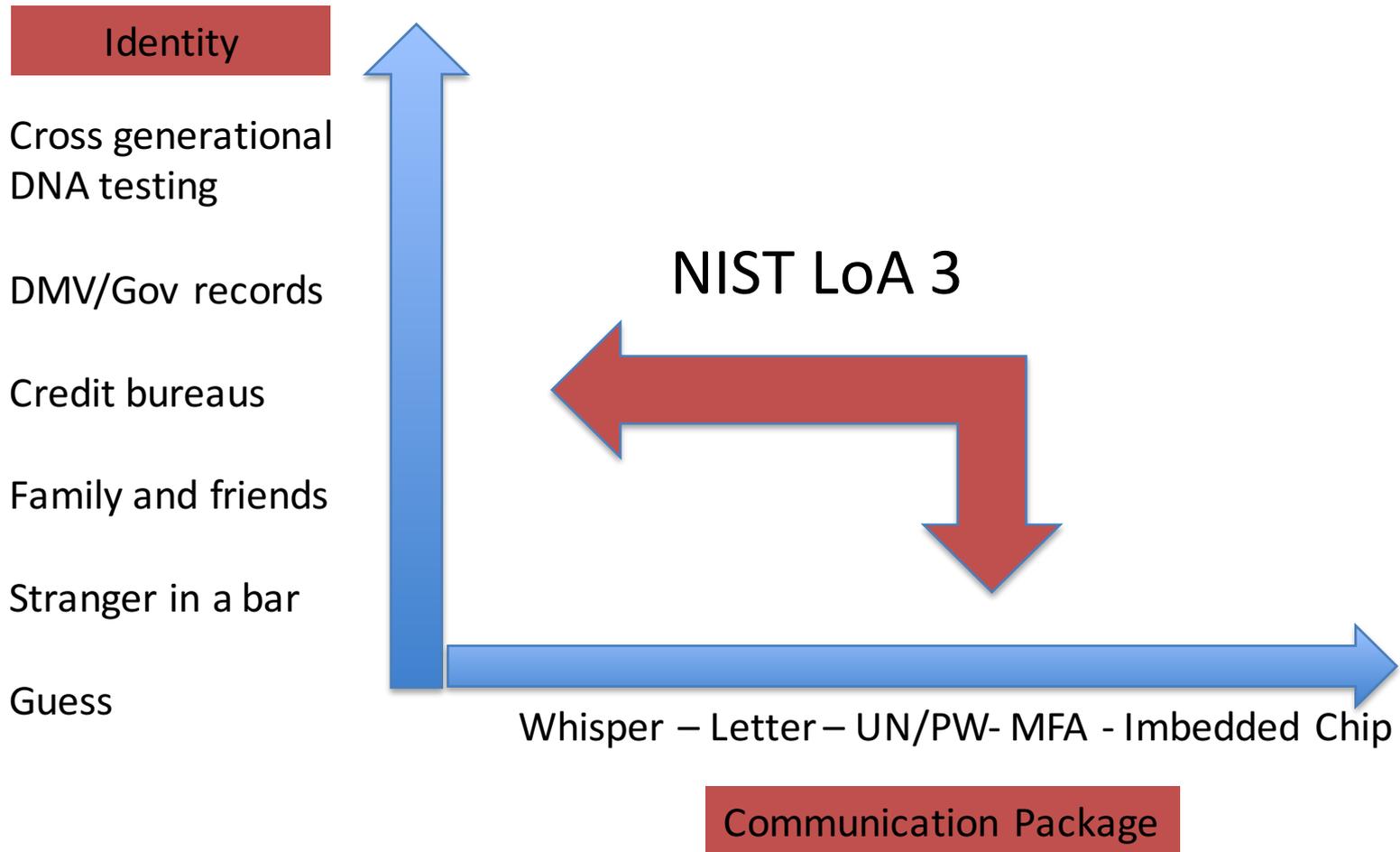
Guess

Getting there – Communicating Your Identity to Others

Whisper – Letter – UN/PW- MFA - Imbedded Chip



Finding the Sweet Spot



HealthIdx - What we do...

We do for identity what VISA does for payments...

*HealthIDx, a trusted identity credential, enabling
spontaneous stranger to stranger communications
across the internet*

Why HealthIDx: The Credit Card Analogy - Part I

- In the beginning all banks issued BoA credit cards...but, nothing is forever
- Enter the Last Bank of Boise, ID
- Unfortunately, their card holder's card declined on first attempt to use card.

What had to happen before Last Bank's card to be accepted?

- It had to have VISA on the front – why?
- VISA stands for:
 - Tech standard &
 - Contract infrastructure between bank, merchant, & card holder

Why HealthIDx: The Credit Card Analogy - Part II

- And so too will it be in healthcare...
- On its own, The Last Group Practice of New Milford, CT will not be able to issue trusted (portable) identities to its providers or patients.
- With the “HealthIDx” Trust Mark and Trust Framework, organizations can issue portable trusted identities credentials and thus enabling “Stranger 2 Stranger” communication

Why its important...

Healthcare is Going Though a Digital Revolution

- Healthcare is a team sport
- High quality, patient centered care requires collaboration along the entire “continuum of care” and ancillary processes and services.
- This collaboration often occurs between strangers – i.e. spontaneous stranger to stranger communications
- Trusted identities & secure communication channels are the cornerstone of collaboration between strangers.

HealthIDx Value Proposition

- HealthIDx provides outsourced high-assurance Identity and Access Management services (IDAM) to the healthcare industry.
- In doing this, HealthIDx aggregates the technology, data, policies, procedures, certifications, and support necessary to create, provision, maintain, and monitor trusted identity credentials for the healthcare identity ecosystem.

How do we do it...

HealthIDx Platform

We connect **PEOPLE** to data, and things

- Enable the enterprise to outsource and externalize core business processes
- Faster, better, cheaper than the business can do
- Where the current process is broken and where value can be added
- To digitally transform an enterprise

Enable the enterprise to:

- Reduce cost and risk
- Improve speed to market
- Minimize complexity
- Achieve differentiation in a rapidly commoditized space

- Purpose-built platform with enterprise-grade SLA
- Based on strong security and identity management
- Open standards and designed for existing enterprise tools

HealthIDx Credentials: The Trusted Identity Solution

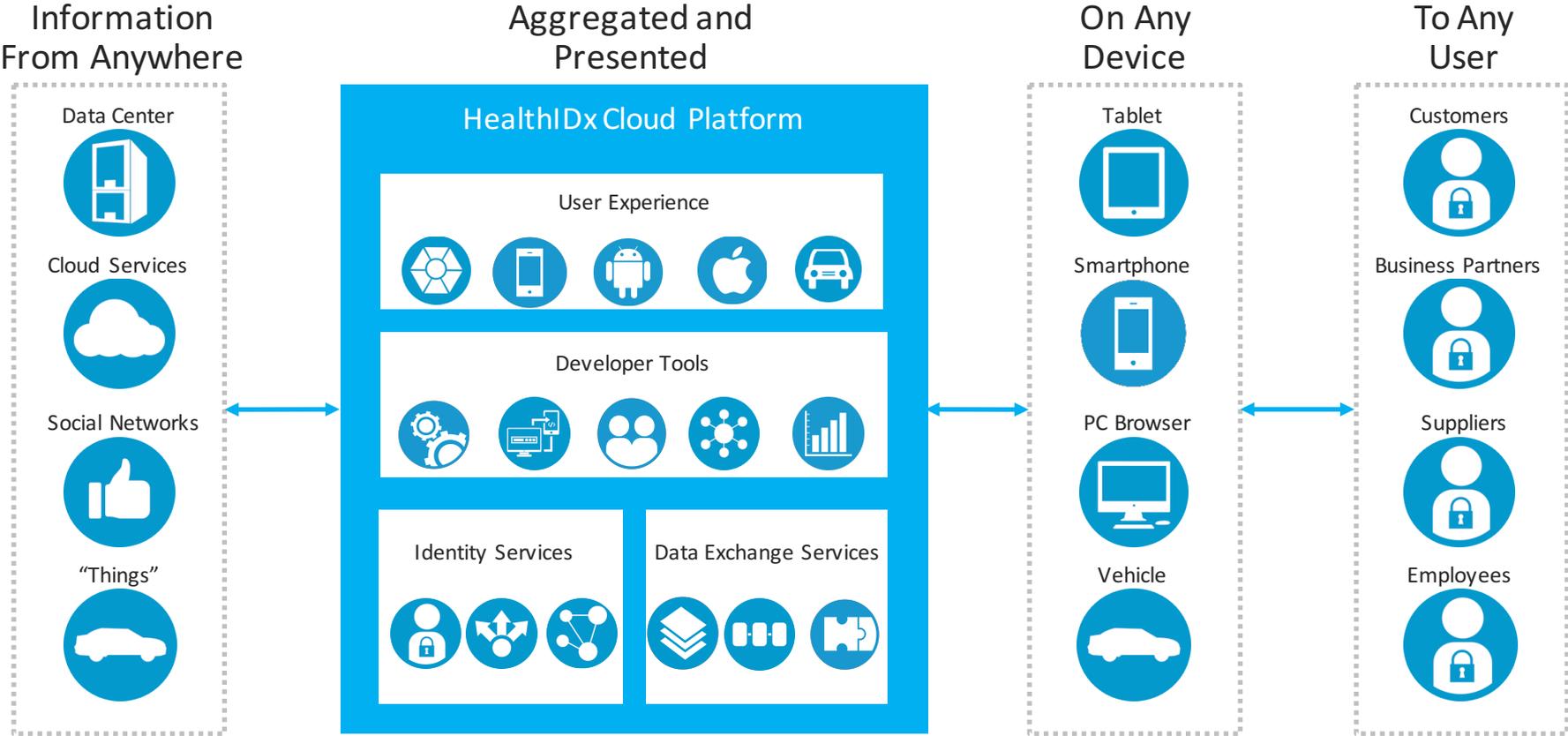
- “Logon with HealthIDx” means:
 - FICAM (Federal Identity, Credential, and Access Management) standard & certification ¹
 - NIST Level of Assurance (LoA) 3 credentials ²
 - EPCS Certification
 - HIMSS Patient Authentication Guidelines³

1. www.idmanagement.gov (SAML2.0)

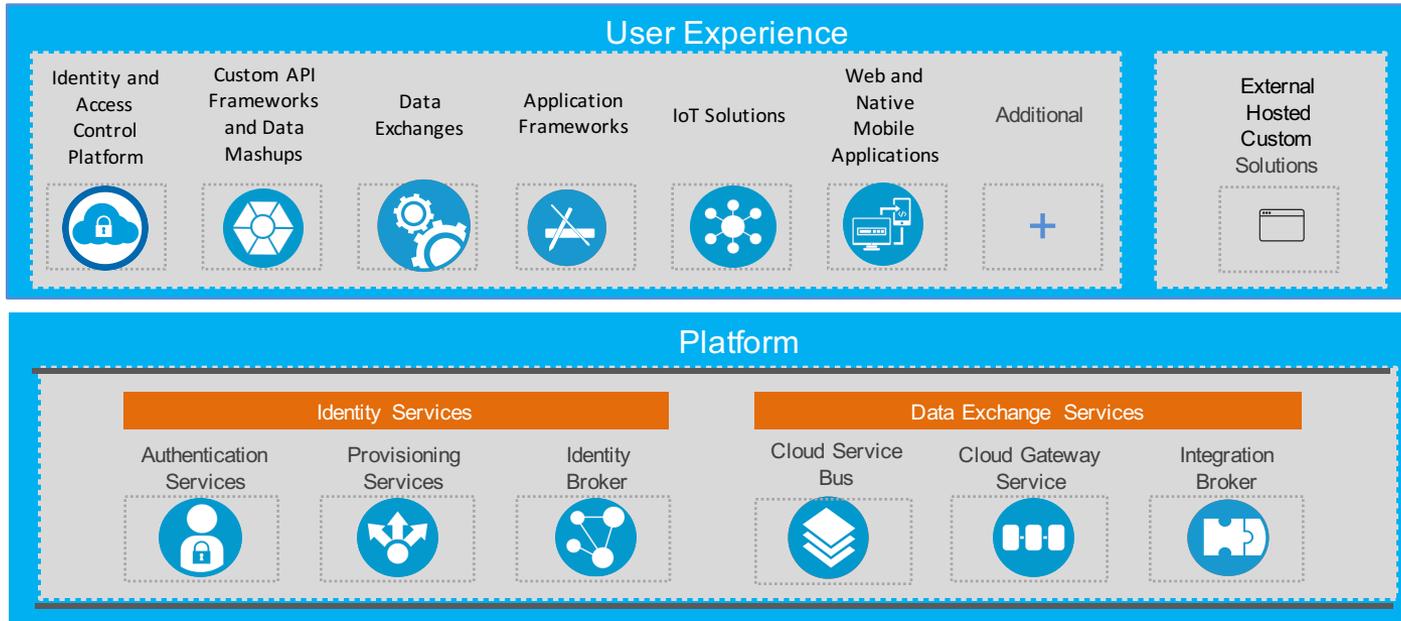
2. <http://www.nist.gov/itl/csd/ct/eauthentication.cfm-22k-2015-04-15>

3. See: HIMMS Identity Management Task Force 2015

HealthIDx enables the extended enterprise



The HealthIDx Platform



How people use it...

Provider Use Cases



Patient Use Cases



*By the time its obvious,
it will be too late...*

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