

You Should Know:



Brightsquid Secure-Mail

by Benjamin Lund, Editor, *Dentaltown Magazine*

Dentaltown Magazine chats with Rohit Joshi, CEO of Brightsquid Dental Link. We learn what the company is all about and the reasons why you should know about it.

First of all, what is your background in dentistry?

Joshi: I have always had a passion for technology that enables effective communication. My first connection to Dentistry came 25 years ago when I completed part of my master's degree in the Faculty of Dentistry at the University of Toronto. After subsequently finishing a degree in law, I spent many years leading technology companies in Canada and the USA. Four years ago I met a few other passionate individuals who felt like I could help solve some significant communication problems in the dental industry. Since then, I've been immersed in dentistry, bringing my experience in science, law and technology to Brightsquid Dental Link.

Tell me about Brightsquid, and what you provide to dentists.

Joshi: Brightsquid Dental Link formed out of the need for collaboration and the compliant sharing of private patient data in dentistry. Brightsquid works with practice management systems and lab management systems to provide a secure location to share patient information between dentists, specialists and dental labs.

By creating an online patient record, dental professionals can securely share, manage and monitor private patient information. Brightsquid Dental Link was released commercially in January 2012 and already has more than 1,500 users in nine countries around the world.

Brightsquid was designed specifically for the dental industry, to provide simplified solutions and practical tools to keep the dental team informed. Features include:

- The ability to securely share and view patient data including prescriptions, photos, digital imaging files, STL, 3D files and more. Brightsquid Dental Link meets or exceeds HIPAA, HITECH and PIPEDA requirements regarding the electronic transmission and storage of private health information.
- Secure storage and archiving of health records in one central location. Improved consistency and accuracy of practice and lab records.
- Increase in quality and ease of communication between the specialists, dentists and labs. Users receive auto-

matic notifications/status reports and can monitor and track laboratory requisitions.

What is the philosophy at Brightsquid?

Joshi: We have a deep-seated belief that we can make the lives of dentists, specialists, labs and patients better through secure and compliant collaboration. We see multiple organizations relying on shared information stored on our system, resulting in better patient treatment. We're excited to see early indications of this with our dedicated users and their testimonials on how they are relying on Brightsquid Dental Link.

What would you consider to be the "best kept secret" about Brightsquid?

Joshi: Secure-Mail is the "best kept secret" at Brightsquid. It works just like any web mail system, but it ensures compliance with HIPAA, HITECH and PIPEDA laws. With fines and lawsuits starting to target smaller organizations, we see concern growing around patient privacy in dental organizations. Common tools such as Outlook, Gmail and Dropbox used for patient information sharing are not compliant with patient privacy laws. Part of our role is to take the compliance headache and concern away for dental organizations.

Simply put, Secure-Mail is our e-mail system designed to enable dentists, specialists and labs to easily and safely share private patient information; it works just like e-mail with an important distinction – all communications meet compliance standards.

How can a dental practice begin working with you?

Joshi: For as little as \$39.99/month dentists can get a subscription to Brightsquid Dental Link with full access to Secure-Mail, the Brightsquid Image Studio and more. Visit www.brightsquid.com, e-mail contact@brightsquid.com or call 800-238-6503 for more information.

What kind of service can dentists expect when they pick up the phone and call you?

Joshi: Mark Eyre, our director of customer operations, and his staff of committed representatives are dedicated to your care. Simply call us or e-mail support@brightsquid.com. ■