

The Secure Mobile Medical Imaging System

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PicSafe Medi Integrates with Box to Safely Store and Share Medical Photos in the Cloud.

Melbourne, Australia – October 16, 2013 – Melbourne-based PicSafe Medi, the secure mobile medical imaging app and system, unveiled an integration partnership with U.S. company Box. The new integration is compliant with HIPAA regulations in the U.S., enabling healthcare providers to store and share sensitive patient data in a secure, cloud-based environment.

The PicSafe Medi App runs on both Apple and Android platforms and allows a user to quickly snap a patient consented medical photo and share access to the image with another colleague within an entirely secure, and legally-compliant mobile healthcare imaging system. All captured data resides on a secure cloud. The PicSafe Medi and Box integration adds another layer of security on top of the apps already fully-compliant and robust security measures.

“Security is paramount to our product, and we already have a fully watertight security system in place,” said Dr. Ted Carner, co-founder of PicSafe Medi. *“Our integration with Box complemented us well because of its impeccable reputation around security, HIPPA-compliant offering and long-term commitment to the industry. Many of our U.S. and international colleagues in healthcare will now seamlessly gain the benefits of both services working together, and we see much potential to expand our work with Box.”*



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ABOUT PICSAFE MEDI

PicSafe Medi is a mobile photography app and system designed to help healthcare professionals fully comply with electronic health record and patient privacy legislation.

Plastic Surgeon, Dr David Hunter Smith and Dermatologist/Mohs Surgeon, Dr Theodore Carner, contracted the job to Melbourne based app and brand development company – ProjectProject – in mid 2012. Soon after, the team was joined by burns specialist Dr Heather Cleland. All parties saw a critical need for such an application in today's modern healthcare world.

Pre-PicSafe Medi, no secure, standardised system existed for safely using these devices within a medical setting.

Unsecure usage of smart devices contravene specific federal laws relating to patient privacy. As of 12th March 2014, such infractions in Australia can lead to heavy penalties, with institutional offenders potentially facing fines of up to \$1,700,000 and individual practitioners, up to \$340,000 where it can be shown that a breach of patient privacy has occurred. It is important to note that with the recent passage of the federal "Enhancing Privacy Protection Bill", it is no longer a requirement for the government to demonstrate damages in order to levy and collect such large fines. The Federal Privacy Commissioner just needs show is that there was a breach of the patient's privacy.

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PicSafe Medi is available on the Apple App store and on Google Play for Android. The app is free for a period, after which a monthly subscription can be purchased for **\$4.99.**

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