# PHARMMD DEMOGRAPHICS RESEARCH PROJECT OUTLINE

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### Purpose:

To decipher phone known information from a public database to enable further patient outreach and confirm data we currently have received either from a patient or from the client.

### Summary of Steps:

We are currently focused on 5 MTM clients as listed below.

* Highmark
* Healthspring
* SCAN
* Meridian
* Summacare

We are currently polling members from the Annual MTM Beneficiary report (which only has current year data) and demographic information out of tables stored in PostGres.

This data is (planned to be) sent out via a secure webservices call to an API at Whitepages (https://proapi.whitepages.com/3.0/person?) The API requires pieces of the following (not all required but enough of a combination to identify a person)

* Name
* Address
* City
* State
* Zip

This data is returned to us via a JSON object that we are then saving to a text file on one of our company servers.

The current record count is somewhere between 100,000 and 150,000 members.

### Additional Info

Many large companies use this API as described by Whitepages. They do not store any of our data on their end.

Security Information from the vendor below:

1. Encryption: encryption ensures that if any traffic is intercepted, it’s unusable. Internally, Whitepages employs best-practice encryption like AES-256 and RSA-2048. Externally, our systems support, and default to, HTTPS via TLS 1.2.
2. Compliance: maintaining compliance with cybersecurity standards is foundational to a secure system. We adopted ISO 27002:2005 before it was cool, and we’ve been continuously updating our controls ever since. A SOC 2 assessment and report is even on roadmap for Q4 2018 to cover security (common criteria), confidentiality, availability, and privacy.
3. Infrastructure and network security: nobody wants defense-in-shallow. That’s why Whitepages implements multiple layers of security, known as defense-in-depth. At the physical layer, we only use ISO 27001 certified data centers, and we review their SOC 2 Type 2 reports annually to ensure they are implementing their controls effectively. This includes 24/7/365 staffing and physical security. In the logical layers, we default to deny all, which means all non-public connections to our corporate and infrastructure networks needs to be from an authorized source.
4. Customer data privacy: along with protecting our systems and data, Whitepages Pro ensures that customer privacy is also protected. We have a clear, compliant set of rules around when and what we log, and also what we do with it. And we never sell your data. As an international company, Whitepages Pro is also compliant with EU Privacy laws.