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Aptible is a secure web and mobile application deployment platform built to support HIPAA compliance. With Aptible, organizations can maintain continuous compliance while operating with the speed and agility that technology requires.

Today, Aptible launched the world's first application deployment platform built to automate HIPAA compliance for web and mobile developers. Backed by Y Combinator and incubated at Rock Health, Aptible makes a secure, private cloud platform that enables digital health companies to easily demonstrate HIPAA compliance while using the most popular languages, application frameworks, and databases.

WHY HIPAA?

Last year, the Department of Health and Human Services finalized rules that, for the first time, require hundreds of thousands of healthcare service providers to directly comply with HIPAA. HHS also significantly raised penalties for non-compliance to \$1.5M per type of violation and instituted a permanent audit program.

At the same time, growth in digital health is exploding. Sector funding is at record-breaking levels, and major tech companies are moving into healthcare. With the debut of health data platforms like HealthKit, the amount of patient data exchanged among healthcare service providers and health startups will only increase. In 2012, the worldwide volume of healthcare data was on the order of 500 petabytes¹. That number is expected to grow by more than 5,000% over the next six years.

Companies of all sizes are daunted by this proliferation of data, the complexity and burden of these new regulatory requirements, and the severity of their consequences. Since September of 2009, HHS reports more than 33.7 million individuals have been affected by health data breaches. When transacting health data, many consumers have no idea whether their information is secure, as the health industry lacks a model similar to online financial transactions.

HOW APTIBLE HELPS

Aptible enables organizations to run secure, private applications, and databases in the cloud.

Enterprises web and mobile development teams can use Aptible to rapidly develop and deploy apps with the cost efficiencies of the public cloud, while maintaining security and privacy. Startups, app developers, and dev shops can use Aptible to become HIPAA compliant at a fraction of the traditional cost in time and money.

Before Aptible, preparing to demonstrate HIPAA compliance would cost a company tens of thousands of dollars and hundreds of hours of manual work. By hosting technical infrastructure, Aptible's platform enforces stringent security settings and audit controls. Aptible's compliance engines integrate with the platform to streamline risk assessment, internal policy development, workforce security training, and incident response. Companies can sign up to have Aptible manage operations and compliance on an annual basis, paid monthly.

ABOUT APTIBLE

Aptible was founded by Chas Ballew and Frank Macreery. Chas is a former regulatory attorney and software developer. Frank is an experienced backend engineer, leading teams at three companies prior to Aptible. Chas and Frank met as roommates and track teammates at Princeton. They founded Aptible after Chas experienced firsthand the difficulty in designing and building HIPAA-compliant cloud applications.

1. Creating Value In Health Care Through Big Data: Opportunities And Policy Implications. Joachim Roski, George W. Bo-Linn, and Timothy A. Andrews. Health Affairs, 33, no.7 (2014):1115-1122.

FAST FACTS

- The average HIPAA breach costs a violating entity \$2 million over two years (Ponemon Institute 2014 Cost of Data Breach Study).
- The 2013 final Omnibus Rule increased maximum HIPAA penalties to \$1.5 million per violation (Department of Health and Human Services).
- HHS estimates that between 200,000-400,000 newly regulated entities will incur security compliance costs under the Omnibus Rule, effective September 2013.
- HHS enforcement actions are up 50% year over year (Department of Health and Human Services).
- Aptible is a secure deployment platform that developers can use to manage the entire HIPAA compliance process for web and mobile applications.