

# Meet AVA

## Your Advanced Virtual Assistant



### Your New Assistant Just Arrived!

Today's healthcare privacy teams are inundated with various alerts – especially when it comes to pinpointing and investigating potentially suspicious user activity. Haystack™ iS is known for spotting and classifying suspicious behavior, and we've taken it a step further with new innovations to bring you AVA – your advanced virtual assistant for patient privacy.

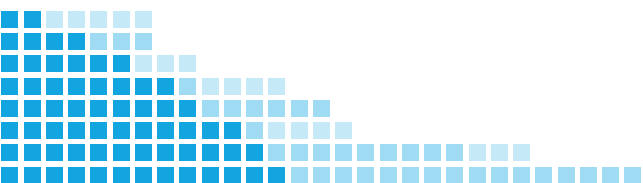
Built into Haystack iS, AVA is your personal investigator, who automatically follows up with the user when they engage in possibly inappropriate activity and reports back to your privacy teams with actionable information. AVA's goal is to reduce time spent on the process of gathering information between EHR users and the patient privacy team through automation.

### Why AVA?

AVA automates routine patient-privacy monitoring tasks, letting your privacy team focus on higher-value work that needs human expertise.

### Key Advantages Include:

- Identify items requiring information from the user
- Notify users of suspicious activity via email/SMS
- Ask a list of questions with configurable answers
- Escalate issues with or without questionnaire
- Document actions and results in Haystack iS
- Re-evaluate the weight of an event based on the responses received
- Re-notify/escalate unanswered questionnaires
- Automatically notify, escalate, or close incidents based on configurable rules



## How does AVA help your privacy experts?

With AVA as your advanced virtual assistant, your privacy team saves time collecting and documenting information, so they can focus on the parts of the job that can't be automated.



### Limited False Negatives

Patient privacy monitoring is about more than reducing false positives. Solutions that focus too heavily on eliminating them risk overlooking genuine cases of inappropriate access.

AVA goes above and beyond to spot abnormal user behavior, acknowledge false positives, and, more importantly, limit false negatives to report back to your team a well-researched event list of truly inappropriate activity without inciting alert fatigue.



### Building Trust

Robust auditing strengthens patient privacy by deterring inappropriate activity. Users know AVA can instantly detect abnormal behavior and that every interaction is traceable, fostering accountability and building a culture of compliance across the organization.



### Investigation Follow-up

After an interaction is determined to be potentially inappropriate, the auditor is typically tasked with a laundry list of follow-up tasks from speaking with the user or department manager, doing additional chart investigations, etc. This is where your assistant, AVA, steps in to save you time.

After a user engages in possible suspicious activity, AVA immediately follows up with a questionnaire to gain deeper insight. When done manually, this process could take days, weeks, or even months before you'd have a better understanding of the interaction.



### Keeping Compliant

AVA also helps you keep up with compliance rules and regulations with comprehensive stats and reports you can share with your executives, boards, compliance committees, regulatory agencies, community, and more.



For more information about AVA, Haystack iS, or any other iatricSystems products or services, or to request a demonstration, please contact us using the information below.

Additional types of costs may include server and storage hardware, Microsoft licensing (OS, database, etc.), 3rd party licensing (digital certificates, backups, etc.), and 3rd party interface/ integration. Please consult with iatricSystems for the specific server hardware and software requirements for this product.