BOULEVARD



HIPAA Compliance

We take security seriously so you can focus on those magical moments for your clients.

We don't need to tell you that HIPAA compliance is critical. Staying on top of it requires extensive staff training and continuous adherence to best practices. Luckily, it's easy to remain fully compliant with Boulevard by applying your HIPAA training and common sense--we've taken care of the rest.

We'll discuss HIPAA compliance in three main areas:

- Business Associate Agreements
- Your control over your employee and client access to data
- Boulevard's protection behind the scenes

Business Associate Agreement (BAA)

As your client experience platform, we take seriously our responsibility to protect your clients' ePHI. We're happy to enter into a Business Associate Agreement with you to outline the extent of Boulevard's access to your data - including the procedures we'll follow to protect, delete, and provide PHI when necessary.

Note: Our BAA only covers Boulevard's systems--if you choose to install custom or standard integrations that take in PHI, we cannot guarantee any other software's compliance.

Client PHI access and usage for your staff

You can store your PHI in Boulevard and remain HIPAA compliant if you use the software as it's designed. For example, the Client Profile, forms, and charts are all designed to securely store PHI while making it available to staff who need to see it for their role. Accordingly, you can adjust each staff member's access to those areas, and our software tracks who views and edits those records.

As you probably know by now, text messaging is not considered HIPAA compliant. So, while Boulevard's 2-way text messaging feature in Contact Center is a great way to reach clients quickly and conveniently, we do not recommend using Contact Center messages to discuss PHI.

Additional examples of how Boulevard helps you control access to PHI:

- Unique user accounts for every employee (pricing by location, not by user, means there's no economic incentive to share user accounts)
- Staff privilege groups control both edit and view access to the places where PHI is stored
- Admins can swiftly force logout and deactivate staff accounts
- Clients must verify their identity before viewing their service history

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PHI protection behind the scenes at Boulevard

While you ensure your team protects client PHI onsite, we ensure our database protects your clients' PHI. Areas designed to store PHI (like the Client Profile, forms, and charts) have an additional layer of encryption so those beauty secrets stay secret. If you leverage our APIs through custom or standard integrations, we encrypt data in transit so PHI stays secure as it moves from Boulevard to other software. (Again, we cannot guarantee that the other software maintains our level of compliance.)

Additional examples of how Boulevard helps keep your data storage compliant:

- PHI is starred out or hidden from Boulevard employees who shadow you for troubleshooting
- We keep access logs of all edits and views of PHI
- We can produce client records in bulk if requested

We've got your back

HIPAA training might not have been fun, but that doesn't mean you have to sacrifice client experience to stay compliant. We'll do our part to help ensure you maintain compliance and make sure you can focus on what matters: making your clients look and feel their best.



About Boulevard

Boulevard offers the first and only client experience platform purpose-built for appointment-based, self-care businesses. Ready to grow your business with Boulevard?
Get a free demo at joinblvd.com.→