



HITRUST r2 Certification Press Release

InTouch Marketing Call Centers, Achieves HITRUST r2 Certification Demonstrating the Highest Level of Information Protection Assurance

HITRUST r2 Certification validates InTouch Marketing Call Centers is committed to strong cybersecurity and protecting sensitive data.

Las Vegas, NV, 08/12/2024 – InTouch Marketing Call Centers, offering comprehensive outreach services that foster meaningful connections and promotes positive experiences for your target audience, today announced its Patient Outreach residing at the Microsoft Azure (Data Center) has earned certified status by HITRUST for information security.

HITRUST r2 Certification demonstrates that the organization’s Patient Outreach residing at Microsoft Azure (Data Center) has met demanding regulatory compliance and industry-defined requirements and is appropriately managing risk. This achievement places InTouch Marketing Call Centers in an elite group of organizations worldwide that have earned this certification. By including federal and state regulations, standards, and frameworks and incorporating a risk-based approach, the HITRUST Assurance Program helps organizations address security and data protection challenges through a comprehensive and flexible framework of prescriptive and scalable security controls.

“HITRUST certification is globally recognized as validation that information security and privacy controls are effective and compliant with various regulations. HITRUST certification is considered the gold standard because of the comprehensiveness and applicability of the control requirements, depth of the assurance process, and level of oversight that ensures accuracy,” said Jeremy Huval, Chief Innovation Officer at HITRUST.

“Achieving HITRUST r2 Certification is a significant accomplishment that reflects our strong commitment to data protection and information security. This certification helps assure our clients that their sensitive information is handled with the utmost care and precision,” said Gaston Alvarez, Chief Executive Officer at InTouch Marketing Call Centers

About InTouch Marketing Call Centers

InTouch Marketing Call Centers specialize in member and patient engagement through highly trained and empathetic service specialists. Our team caters to various healthcare entities, including Health Plans, Medical Groups, MSOs, IPAs, FMOs, and Agency Partners. We offer comprehensive outreach services that foster meaningful connections and promotes positive experiences for your target audience. Rest assured that InTouch Marketing Call Centers will enhance member engagement and elevate your organization's success in the ever-evolving healthcare landscape.

InTouch Marketing Call Centers media contact:

Cesar Franco

InTouch Marketing Call Centers

Cesarf@intouchmarketing.com