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## **Orthopedic Institute, South Dakota's Largest Orthopedics Practice, Picks MaxMD For HIPAA-Compliant Email Encryption**

The Orthopedic Institute, South Dakota's largest private orthopedics practice, has selected MaxMD to provide HIPAA-compliant email and PHI encryption services. Based in Sioux Falls, the largest medical services market between Chicago and St. Louis, the Orthopedic Institute employs more than 200 medical and administrative staff. It is the largest provider to have implemented MaxMD's encryption and related network services on a practice-wide basis, according to an official at MaxMD.

"We looked at many, many solutions for encryption before selecting MaxMD," said David Vrooman, the Institute's director of IT. "It is reliable, scalable, well-supported, easy to install, and provides us with a great solution with no appreciable work flow disruption to our staff."

Vrooman said the Orthopedic Institute has about 225 active users on its network. "For a fixed monthly fee, we route all our email traffic through MaxMD servers and can choose to encrypt or not on a per-message basis," Vrooman said.

MaxMD CEO and co-founder Scott Finlay said, "This is the largest single covered entity to adopt our platform, and it should demonstrate the utility of our 'cloud' solutions regardless of an organization's size. Together it took us a few man hours to transform its existing email server to a secure communication resource that allows the Orthopedic Institute to comply affordably with HIPAA and start realizing the benefits and cost savings of paperless workflow."

### About MaxMD

MaxMD is the exclusive provider of .md domain names in the U.S. and over 90 countries worldwide. MaxMD supplies personalized, permanent and portable web addresses and secure communication products to physician practices, hospitals, and professional associations in the only Internet domain dedicated to healthcare. The .md domain is an interoperable secure communications platform designed to facilitate communication over the Internet, and is the only interoperable encryption solution of its kind.

MaxMD delivers affordable interactive healthcare resources and services designed to address privacy concerns and enhance physician/patient relationships through better communication, education and awareness. All MaxMD and .mdEmail products are 100% compliant with HIPAA's Security Standards and Technical Safeguards relative to the use, transmission, storage, and protection of ePHI (electronic personal health information). Additional information is available at [www.max.md](http://www.max.md).

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