

For Immediate Release

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Awrel extends free trial period for dentistry's first-of-its-kind HIPAA-compliant texting application

Communication and collaboration tool mitigates risk of fines associated with texting via native Apple and Android platforms and provides collaboration environment to improve business and clinical workflow

Boston – September 28, 2017 – Awrel, a Boston-based dental solution provider, is extending the free trial period for its HIPAA-compliant texting application from 30 days to 90 days. Used by professionals in dental practices, labs, academic institutions and dental supply companies, Awrel is a downloadable mobile app that ensures compliance with HIPAA law when texting. It also streamlines clinical and business workflow in both mobile and desktop environments, with powerful capabilities for individuals and groups to exchange and store information, images and documents.

“From practices to labs to the largest dental suppliers, we hear repeatedly about texting of protected information via Apple and Android’s SMS platforms. Many individuals, some without even knowing it, are putting their organizations at risk,” said Arnold Rosen, DDS, Awrel founder and CEO. “We’re extending our Awrel free trial from 30 to 90 days to raise awareness of this issue. There’s a major need to improve text messaging-related HIPAA compliance in dentistry.”

Rosen added that the trial’s additional 60 days provides prospective users adequate time to create a broad network of colleagues and ample opportunity to use the solution before purchasing it.

According to Rosen, the company has had extremely positive feedback “not only about the value of reducing regulatory risk, but also about the new efficiencies Awrel brings to information sharing, and workflow collaboration.”

Users can create custom group and file structures for topics, providing quick and easy access to archived messages, documents and images including radiographs, DICOM files and CT scans. Because Awrel is not a transient texting app, files are never deleted but instead stored securely in the cloud, providing ready access to information at any time without security risks, Rosen stated. Use case examples include study groups who “meet” virtually via text or dentists who use texting to order supplies or to engage in “chairside” specialty consultations via real-time interaction with technicians creating implants or cosmetic prostheses at dental labs.

While email is one of today’s most common tools for exchanging information, research shows it has an open rate of 20 percent compared to a rate of 98 percent with text. “Many who use HIPAA-compliant email systems are frustrated with logging in or being tethered to a desktop,” Rosen said. “They want to exchange information and perform transactions anywhere at any time – and Awrel enables this.”

Awrel offers a free 90-day trial of its application for the desktop at <http://app.awrel.com> or the mobile device from the App Store for iPhone users and from the Google Play Store for Android users. Pricing is scaled based upon number of users and volume of storage, with custom pricing available for resellers and/or integration into existing systems.

About Awrel

Awrel offers dentistry’s first low-cost, easy-to-use application for 100% HIPAA-compliant texting

with message, image and document exchange, individual and group messaging, collaborative workflow, and cloud-based data archiving. The solution ensures HIPAA compliance when texting -- for dentists and dental labs sharing digital information, solution providers integrating chat for dentists and patients, device reps working with dentists and dental labs, and academic environments seeking solutions for private, secure texting. Built on a transactional business platform, Awrel provides a powerful environment to cost-effectively move into the future of digital dentistry and connected health. <http://www.awrel.com>

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