



LifeWatch teamed up with e-Cycle to retire their used phones, securing patient data security and replenishing their telecom budget.



## Protecting Patient Data

As the nation's leading provider of wireless remote telemedicine, LifeWatch uses cellular devices to assist physicians in effectively monitoring their patients 24/7. When these devices became ready for an upgrade, LifeWatch sought a way to recycle the phones responsibly while protecting confidential customer data and complying with HIPAA regulations. To do this, LifeWatch turned to e-Cycle, the industry's most secure wireless buyback and recycling company.

### Using cell phones to monitor health

Founded in 1993, LifeWatch provides around-the-clock remote telemedicine monitoring services that enable physicians to remotely detect and analyze their patients' cardiac symptoms before they become major health problems. In 2005, LifeWatch launched an innovative telemedicine application designed to monitor patients in their homes. The system remotely measures and transmits the heart's electrical activity and wirelessly transmits the data via cellular phone service and Bluetooth technology to a LifeWatch monitoring center for physician diagnostic interpretation. This unique service has seen tremendous growth, with more than 16,000 devices currently operating in homes around the country.

### Story at a glance

Company: **LifeWatch**

e-Cycle partner since: **2009**

Phones collected: **6,700**

Revenue from out-of-use devices: **\$45,000**

Reasons for choosing e-Cycle:

- Best **data security** in the industry
- Increased **revenue**
- Benefits **environment**

## Maintaining data security

As demand for LifeWatch's services grew, the company had to address a critical data security challenge: what to do with the cell phones as they became outmoded. As a HIPAA compliant facility, LifeWatch sought out a means to secure the sensitive customer information on each phone and dispose of them responsibly.

"Initially, the old phones were stored in our facility because they contained confidential information," said Erik Leverenz, LifeWatch's executive director of logistics, distribution and purchasing. "But as we grew, it became clear that we needed a more formal program to address the issue."

## A proven partner

That's when LifeWatch chose to work with e-Cycle, a Columbus-based wireless buyback and recycling company with the most stringent data security standards in the industry.

"We partnered with e-Cycle because we had a high level of confidence in every aspect of their recycling program, especially data security," said Leverenz. "They give us an added layer of security by destroying all data on the phones even after we have wiped them ourselves. They provide us with certification that the data on each phone has been removed."

On several occasions, e-Cycle's trained technicians have identified LifeWatch phones that still retain active lines, allowing LifeWatch to follow up with the cellular carrier and avoid service fees for phones that are no longer in use.

## Growing revenue through cell phone recycling

For LifeWatch, there is an additional benefit to the new recycling program: revenue. e-Cycle pays market value for every phone that can be resold. This means that LifeWatch can secure its data, benefit the environment and actually recover significant value from its old phones. Since 2009, LifeWatch has sent e-Cycle more than 6,700 phones and been compensated more than \$45,000.

"The added revenue allows us to make purchases and upgrades more easily," said Leverenz. "We've used the money to bring in new technologies, like iPads, to further improve productivity."

## Long-term partnership

By working with e-Cycle, LifeWatch has a program in place that supports the company's need for absolute data security and creates new opportunities to equip employees with the best wireless devices available.

"It's clear that they're on top of the recycling program, so we don't have to worry about it," said Leverenz.



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