

**News Release**

**For immediate release**

Page 1 of 2

## **Zix Corporation Selected by Wake Forest University Baptist Medical Center for Secure e-Messaging Services**

**North Carolina academic institution purchases ZixVPM® and ZixPort® for system-wide email protection and HIPAA compliance**

**DALLAS — Oct. 26, 2004** — Zix Corporation (ZixCorp®), (Nasdaq: ZIXI), a global provider of secure e-messaging, e-prescribing, and e-transaction applications and services, today announced that Wake Forest University Baptist Medical Center (Wake Forest Baptist) has signed a contract naming ZixCorp as its secure email solution. The organization, based in Winston-Salem, N.C., and one of the nation's leading academic medical centers, chose ZixCorp to meet the email security regulations of the Health Insurance Portability and Accountability Act's (HIPAA) Security Rule by the April 2005 deadline.

After ZixCorp conducted a ZixAuditor® email assessment, Wake Forest Baptist purchased ZixVPM® (Virtual Private Messenger) and ZixPort® enterprise-wide services to secure its inbound and outbound email communications. ZixVPM will enforce the medical center's email security policies to ensure secure handling of confidential data including a pre-configured HIPAA lexicon that automatically detects and encrypts Protected Health Information (PHI). ZixPort will provide a custom branded and encrypted messaging portal.

"The email assessment showed us how much PHI was being transmitted openly in our communications, and we knew it was imperative we find an easy-to-use encryption solution that would secure our emails system-wide. ZixCorp was the best choice," said Jon Brown, information technology security officer for Wake Forest Baptist. "The ZixVPM HIPAA lexicon ensures total compliance and is transparent to end users, so there's no chance of human error."

"Wake Forest Baptist is one of the nation's preeminent academic medical centers," said Rick Spurr, president and chief operating officer for ZixCorp. "As the HIPAA Security Rule deadline approaches, I'm sure other prominent teaching hospitals will join our current clients, including Robert Wood Johnson University Hospital and Hackensack University Medical Center, and now Wake Forest Baptist."

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### **About Wake Forest University Baptist Medical Center**

Wake Forest University Baptist Medical Center is an academic health system comprised of North Carolina Baptist Hospital, a tertiary care facility (1,282 licensed beds), and the Wake Forest University Health Sciences. A national leader in technology applications, Wake Forest Baptist is one of the nation's 100 "most wired" health care systems, and is consistently ranked as one of "America's Best Hospitals" by *U.S. News & World Report*. Wake Forest University Baptist Medical Center ranks 28th in the nation for the number of top-ranked physicians on faculty, according to independent surveys by *America's Top Doctors* 2004. Less than 10% of U.S. hospitals have doctors included in this prestigious listing. WFU School of Medicine ranks among America's Top 25 medical schools in primary care teaching and top 40 in research by *U.S. News & World Report* (April '04). For more information about Wake Forest University Baptist Medical Center, visit [www.wfubmc.edu](http://www.wfubmc.edu).

### **About Zix Corporation**

Zix Corporation (ZixCorp®) is a global provider of secure e-messaging, e-prescribing, and e-transaction applications and services. ZixCorp offers a range of solutions to protect organizations from viruses, spam, and electronic attack, as well as enabling secure electronic communications, such as email encryption, e-prescribing, on-line doctor visits, and electronic lab orders and results. ZixCorp helps organizations of any size to streamline operations, reduce risks, and leverage the efficiencies of e-messaging. For more information, visit [www.zixcorp.com](http://www.zixcorp.com).

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