

FOR IMMEDIATE RELEASE

HITRUST CSF Certification validates United Direct Solutions is committed to meeting key regulations and protecting sensitive information.

Louisville, KY, April 6, 2018 – United Direct Solutions, a leading provider of direct communication campaigns and digital marketing solutions, today announced the Mail and Fulfillment Services System has earned Certified status for information security by HITRUST.

HITRUST CSF Certified status demonstrates that the organization’s Mail and Fulfillment Services System has met key regulations and industry-defined requirements and is appropriately managing risk. This achievement places United Direct Solutions 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 CSF helps organizations address these challenges through a comprehensive and flexible framework of prescriptive and scalable security controls.

“Organizations, like ours, are under great pressure to meet complex compliance requirements that include technical and process elements such as HIPAA, SOC 2 Type 2, and ISO.” said Chase Kirkwood, President at United Direct Solutions. “The HITRUST CSF is the gold-standard that needs to be met, and United Direct Solutions is pleased to be able to demonstrate its commitment by achieving HITRUST CSF Certification.”

“The HITRUST CSF has become the information protection framework for the health care industry, and the CSF Assurance program is bringing a new level of effectiveness and efficiency to third-party assurance,” said Ken Vander Wal, Chief Compliance Officer, HITRUST. “The HITRUST CSF Certification is now the benchmark that organizations required to safeguard PHI are measured against with regards to information protection.”

About United Direct Solutions

Founded in 1980, United Direct Solutions directive has remained unchanged: to enrich connections between companies and their audiences. With locations in Louisville, KY and Cincinnati, OH, United Direct Solutions serves small-to-medium businesses and Fortune 500 companies nationwide. With more than 150,000 sq. ft. of office and warehouse space, 250 employees, an expansive logistics network, and an array of traditional and digital services, United Direct Solutions delivers on the promise of relevant and meaningful communications at any scale.

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