



# Healthcare Services Case Study

Data Security Made Simple

## CLIENT OVERVIEW

Mid-size telehealth and primary care organization based in NJ, USA (and other east coast locations), which support patients and their families with clinical, social, emotional and physical care. Patients can receive services wherever they call home—private residence, nursing facility, assisted living, or other facilities.

## CHALLENGES

Healthcare providers must always ensure the confidentiality and protection of their patient health information (PHI) as well as compliance with regulatory requirements such as a 'Privacy Policy Program' as required with the HIPAA regulation.

To fulfill these requirements, the organization has the additional complexity of data sprawl introduced by their commitment to care for patients across multiple locations (private residence, nursing facility, assisted living, or other facilities). The combination of patient locality, confidentiality and regulatory compliance made the challenge of data security and privacy even more challenging.

Data sprawl meant that data attributes (type, stored, used and shared) for PHI, PII, sensitive and other classifications increase its organization risk to data compromise and non-compliance.

## SOLUTION RESOLUTION

Actifile's Data Security Platform was onboarded as our data governance technology of choice. Under the guidance of the Actifile data specialists we developed and implemented a 'Privacy Policy Program' that would align to our regulatory requirements. Revision of our organizational data lifecycle policies was undertaken to enable us to maintain a proactive approach to data risks.

Following operational deployment of Actifile, achieved in 8 business days, we conducted a thorough risk assessment, identifying the potential privacy risks across our telehealth and primary care locations. In addition, our organization developed operating policies and procedures to continually mitigate those risks.

- **Actifile's** solution drives down our data risk across our multiple telehealth and primary care service locations.
- **Actifile** partnership creates a capability of data trust for our patients and employees.
- **Actifile** safeguards our reputation and confidence with patients for continued success.

## RESULTS

Actifile's solution advanced the telehealth and primary care organization across several key areas:

- Centralized the discovery, visibility and control of **\$13.8 M** of potential data risk across extensive data types e.g., PHI, PCI, personal data, both at rest and in motion.
- Delivering ongoing regulatory compliance reporting and immediate audit capability, to expose any new risks in the event of a potential internal/external data compromise.
- Remediated **\$13.1 M** of data related risks with automatic, transparent encryption

**USD 13.8 M**

Data Risk Monitored

**>50K**

Files Secure  
(Encrypted)



Data Security Made Simple



Data Security and Privacy



www.actifile.com



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Comprehensive  
Solution



Preemptive  
Approach



Short Time  
To Value



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## Before

### Expose our healthcare data challenges and the risk of regulatory non-compliance

1. The organization had the belief that they were exposed to the risk of non-compliance of regulations and lacked the necessary structure of visibility in the event of any external or internal data compromise attacks. Concern also existed from the lack of capability to provide forensic evidence to support a planned or flash audit.
2. The organization had no real-time understanding of where all their data resides, flow of data in and out of the healthcare providers' networks and communication channels, the volume of data that may pose a risk, different sensitive data types and how data was being used by applications.



## During

### Actifile Deployment and Data Risk Assessment Phase

The healthcare organization deployed Actifile on every known endpoint and server, achieving their first ever comprehensive data risk assessment. Actifile established a base-line to constantly identify data traits, quantifying them in monetary value and audit compliant risks.



## After

### Data Risk Remediation Leveraging Automatic Encryption

The healthcare organization implemented new security policies powered by Actifile Automatic Encryption, immediately reducing the risk to 78% and achieving 95% risk reduction within 6 days. Low ongoing maintenance and zero impact to the way the organization operates mitigated additional complexity.



The remaining 5% residual risk is acceptable, 3% below the organizations ERM policy.