

# Our lives in their hands and a target on their back

How Healthcare organizations are emerging even stronger and reaching their goals thanks to Zix Secure Cloud

The goal of most healthcare organizations is simple: Provide the highest possible quality of care.

## Big healthcare opportunities:

- Telemedicine
- Value-based care
- Point-of-care testing
- Patient wearables

## But also challenges:

- **Regulation**  
HIPAA, HITECH, privacy laws (CCPA, SHIELD, etc.)
- **Hacks and breaches**  
Medical records worth **\$50 on the dark web**, compared to \$1 for social security numbers. - HIPAA Journal
- **Aging technology amidst rapid modernization**  
Functionally limited on-premise technology mixed with cloud-based tools.

## These challenges directly impact care:

- **33% of patients** have withheld information due to security concerns. - OCR
- **51% of IT** and healthcare executives say HIPAA is a barrier to effective care. - Ponemon

Then the pandemic hit. Zix helps with all of it.



## How the 2020 pandemic changed things

Suddenly, hospitals are flooded with patients. Phone lines are clogged with cases. People and organizations are searching for supplies in a panic. An entire industry reliant on in-person treatment was asked to either go remote or face daily health risks. Some clinic sites are shut down entirely.

### Changes:

- ↑ Health information sharing
- ↑ Need to innovate
- ↑ Need for new processes—ad hoc decisions happening over email
- ↑ Need to transmit large files
- ↑ Need to send patient data
- ↑ Need for remote network access
- ↑ Biotech and pharma collaboration

### Risks:

- ↑ Exposure
- ↑ Ransomware, phishing risk
- ↑ Risk of audit and litigation

## The great temptation:

Amidst all of this, healthcare IT teams will be tempted to deploy many point solutions as issues emerge. But this is a trap.

*FDA expands use of vital sign monitors to enable remote care and modifications during COVID-19 emergency.*

- MobiHealthNews

## Zix Secure Cloud: The cure with no side-effects

The Zix Secure Cloud is custom-designed to help healthcare organizations, now and well into the rapidly changing future. It's one cloud with everything healthcare organizations need to secure data and retain communications:

- ✓ **Out-of-the-box DLP Policies to help enforce HIPAA and HITECH compliance**
- ✓ **Automated, transparent email encryption (with no user involvement)**
- ✓ **Simple, secure file share with rights management**
- ✓ **Archiving of email and IM and social communications—empower lawyers with powerful supervisory tools**
- ✓ **Email Threat Protection to guard against zero-day attacks**
- ✓ **Secure Audit for continuous monitoring of compromised email accounts**

### Used by:

<b>40%</b>	<b>1200+</b>	<b>Millions</b>
of all U.S. healthcare organizations	U.S. hospitals	of secured messages daily

It's all delivered from the cloud. Zero friction deployment for IT, pre-built filters, a 24/7 Threat Analyst Team, and Phenomenal Care.

### With Zix Secure Cloud, healthcare organizations:

- Achieve order amidst chaos
- Ensure confidentiality and integrity of digital information
- Improve sharing and decision making
- Embrace technology without the fear of risk or exposure
- Maximize their response to the crisis
- Prepare for the future

### Why Zix:

#### Your trusted healthcare security, compliance and productivity provider

- Our Secure Cloud platform and solutions
- Our cyber intelligence teams
- Our pedigree and expertise in healthcare and beyond
- Our encryption network

### Zix keeps healthcare organizations operating

#### National Health Insurance network gains instant protection

This team needed to rapidly execute on a COVID-19 response plan. Their critical communications required quick and thorough changes to their data loss prevention (DLP) filters—Zix team provided a solution within the hour. Their reply: "Your response is unparalleled."

#### Non-profit achieves PHI compliance with a time-starved IT team

When patients were suddenly longer allowed into the office, the team needed a secure way to handle PHI via email. Zix got them up and running with encryption and email security to guard against the sharp rise in COVID-19 phishing scams.

#### Biotech securely communicates with New York State government

This biotech firm needed to tune their existing encryption. Specifically, researchers needed to send COVID-19 test results to the NYC Health Department in a way that was transparent for users. They're now deploying Zix's Information Archiving to complement it.

**Learn more at [Zix.com](https://www.zix.com)**