

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:

40%

of all U.S. healthcare organizations

1200+

U.S. hospitals

Millions

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://zix.com)