WHITEPAPER

Email Security for Healthcare

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Over the past 10 years, almost 200 million Americans have had their sensitive healthcare information exposed.

This has quickly become a priority in the healthcare industry, as patient information leaks have caused massive headaches for patients and providers alike. There are a number of sources for these leaks including servers and laptops -- however, one source takes the cake. Since 2017, email has been the top culprit in the electronic protected health information breaches.

Patient data breaches may be a fact of life for healthcare organizations, but this incredibly harrowing issue can have a dramatic impact on business. Not only will data breaches lower patients' trust in an organization, these data breaches may come with hefty government fines as well. HIPAA fines for failing to properly encrypt electronic protected health information range from $100 to $50,000 per violation. Perhaps most astonishingly, Aetna paid $16 million to settle a dispute with HIPAA. These rules and regulations may seem overwhelming. HIPAA is complex for lawmakers, let alone the average healthcare employee. .

Understandably, many employees who handle patient information are not aware of all the aforementioned rules and regulations enforced by various governmental agencies. Many small healthcare providers do not have the budget for a dedicated IT staff, which leaves them even more vulnerable to data breaches. Regardless of the organization's size, healthcare companies still have to abide by the same laws and regulations that organizations with hundreds of IT employees are adherent to.

So, how can healthcare organizations protect critical patient information while still utilizing email to send information outside of the organization?

There are a number of email service providers that offer encryption services, however many of them do not meet all of the requirements to satisfy HIPAA Privacy and Security Rules. It is imperative that your healthcare organization uses a solution that protects patient health information.

Healthcare organizations are similar to several other industries in what causes their data breaches and leaks in emails. The leading issue is employees themselves, who are often subject to phishing attacks. These attacks exploit employee ignorance and carelessness as they send patient health information to parties who should not be privy to the information.

Protection Against Phishing

Phishing schemes are the number one reason why patients' protected health information ends up leaked through email. No matter how much cybersecurity training your employees receive, they will remain vulnerable to phishing schemes that are becoming more sophisticated by the day. Worse yet, phishing attacks are on the rise not just in complexity, but in number as well.

Healthcare security leaders have noted that there has been a 25% increase in phishing attacks reaching their inboxes from 2018 to 2019. Thankfully, Trustifi has been able to develop a comprehensive email security solution that ensures both HIPAA compliance and protects patient health information to the highest degree.

Trustifi can protect your users against potential scammers on two levels: first, there is a rating system for received email messages that range from 'Authenticated' (safe to open), to attacks such as 'Impersonation Attack' or 'Spoofing Attack'. Additionally, you can set up inbound protection rules to automatically detect and quarantine malicious emails so that they never reach your users' inboxes and the threat is avoided completely. This system helps users identify phishers outside of the organization that are looking to exploit employees' lack of knowledge and awareness.

Even the best employee training will not stop phishing scams.

Most employees become careless over time and will unfortunately underutilize security solutions that are too complex and cumbersome. This is precisely why Trustifi developed an email security solution for the healthcare industry that is simple to deploy and user friendly.

A One-Button Solution

Trustifi makes HIPAA compliance in emails for healthcare organizations as easy as "One click." Even if an employee forgets to apply encryption while sending sensitive information (such as patient information, medical files etc.), Trustifi's AI technology will scan the outgoing email, identify the sensitive content, and automatically take the appropriate actions (encrypt and lock messages) to remove any possible human error from your employee's side. This will help your organization stay within the guidelines of the HIPAA Privacy and Security Rules.

Trustifi's easy-to-use solution will push employees in the right direction and help your organization remain in the good graces of HIPAA. When a patient's sensitive information is entered, Trustifi will automatically alert the user to use encryption options to protect the sensitive data. Trustifi uses a multi-factor authentication system to ensure that the person receiving the email is who they say they are. Your healthcare organization's email security will be as secure as humanly possible.

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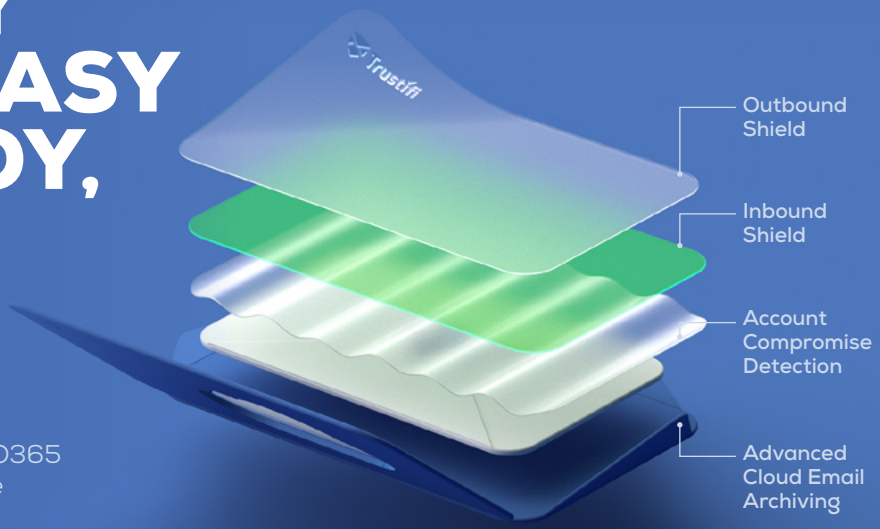
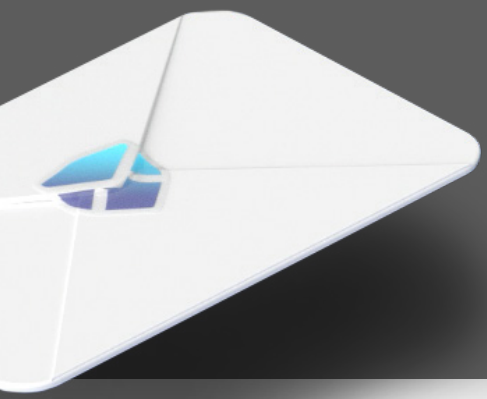
EMAIL SECURITY THAT IS EASY TO DEPLOY, MANAGE, AND USE



Easy integration with O365 and Google workspace

- Office 365
- Google Workspace

Customize a complete email security and compliance solution for your whole organization in minutes.



Outbound Shield

- Email Encryption and Recipient Multi Factor Authentication
- Data Loss Prevention and Email Data Exfiltration
- One-Click Compliance™

Inbound Shield

- AI engines to keep inbox clean
- Advanced Threat Protection
- Phishing and BEC Protection
- Stop SPAM and Gray Mail

Account Compromise Detection

- Instantaneously Identify Accounts that Have Been Compromised
- Automatically Block Access to Compromised Accounts

Advanced Cloud Email Archiving

- A cloud-based secure and convenient way to access emails
- Define controls and permissions to monitor and record user's activities
- Easily share data, cases and queries

Expert Insights ★★★★½ 4.8/5

Gartner peerinsights ★★★★★ 5/5

G2 ★★★★½ 4.8/5

Sales@trustificorp.com | +1 844-235-0084 | www.trustifi.com