

# Take a Data-Centric Approach to Data Protection and Privacy

Healthcare Organizations Secure PHI by Protecting it Wherever it Goes



## Trust

Healthcare security professionals are passionate about preserving patient confidentiality - the most sensitive and personal data across any industry.



## Compliance

HIPAA compliance is top of mind, but healthcare organizations care more about building customer trust and maintaining their reputation than possible fines and lost revenue.



## Sharing

Healthcare professionals need to know they can securely share protected PHI with external providers without the headache of creating a new portal account, password, or workflow.

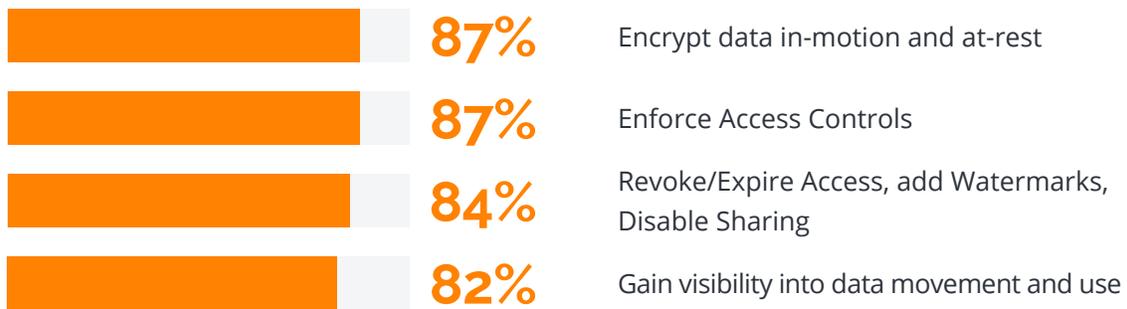
Virtru's study, conducted by Forrester Research, revealed the following about Healthcare companies:



## Top 3 Reasons Healthcare Organizations Take a Data-centric Approach

1. They need to protect their data not only from cybercriminals but also from insider theft, abuse, and misuse
2. They view data protection as a corporate social responsibility
3. They are increasingly putting more business data into the cloud

## Most Important Capabilities of a Data-Centric Approach



### Top 3 Healthcare Organization Concerns if There is a Data Privacy Failure

1. Damage to customer trust
2. Regulatory fines and penalties
3. Damage to their organization's reputation

### Top IT Priority for the Coming Year



**Healthcare:** Better comply with privacy regulations

**All Companies:** Deliver IT projects more quickly

### Top benefit expected from a data-centric approach to data protection and privacy:



Increased confidence from customers and business partners about our data handling practices

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#### Methodology

Source: A study conducted by Forrester Consulting on behalf of Virtru, December 2018

Base: 206 manager, director, VP, and C-level employees from security, risk, and IT, with responsibility over their organizations' data security and/or data privacy strategy. 38 healthcare organizations participated in the study.

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