How Can Customers Protect their Healthcare Data?

Video Transcript

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Right now, the average consumer really needs to – number one – know that there’s a real risk associated with data security, and then be thoughtful about what information they leave behind and with whom. Not all organizations are the same. They won’t necessarily invest in or respect privacy or security the same way. So now it suddenly becomes important to at least have a sense as to whether the organization I’m leaving my information with is trustworthy enough to protect my information.

And also to be thoughtful about whether the information that I’m leaving behind is really information necessary to get the service I want from this organization. If you leave your information with people indiscriminately, somewhere along the line, one of those might be a weak point and your information will become available. But on the other hand, we gain so much benefit from interacting electronically and digitally, that we’re never going to give it up. So what ends up happening more and more is that we start to be more comfortable leaving our information with
organizations that have a proven track record for both honoring our wishes from a privacy perspective, and having a standard of security that we feel is as good as we can expect.

That awareness followed by those questions, “Can I trust this organization,” and “do they need this information?” are going to be tested consumers will always want to use when they leave their information behind with someone as part of doing business with them.