HOW CAN HEALTHCARE ORGANIZATIONS COMBAT CYBERSECURITY THREATS?

VIDEO TRANSCRIPT
The healthcare industry has a specific challenge around cyber security, and foundational to the core of patient care is trust. Absent trust, the rest of the relationship falls apart. Digital trust, how we deal with patient data, is part of that equation. And we’re seeing patients choose their providers based on that trust so I get asked a lot, “How do we, as payers and providers, combat the cyber security dilemma?” And there’s no one silver bullet. So the bad news is, it’s not a big wave of the magic wand and it just gets done right.

But there are some practical things that you can do. The first thing is, build security from the inside out. Defend the core, and then I can start building around that. Then as we think about it, take a real honest look at your security program. We call it pressure testing the capabilities. There’s a tactic called the Red Team, which means we’re going to attack my infrastructure. Do it for real. Don’t be soft about it. Take the gloves off and see how well you can actually react and respond to a targeted adversary.

The last thing I would say is, start from the top. This needs to be at the board, the C-suite, all of the executives. If it’s not important to them, it’s going to be hard for that to trickle down. You won’t get the budgets, you won’t get the other resources that you need. You won’t get the emotion from the organization. It’s got to be a critical part within the fabric of the organization. And it has to start top-down. It’s really hard to do this ground-up.