CAN HEALTHCARE ORGANIZATIONS BE PROACTIVE ABOUT CYBERSECURITY BREACHES?

VIDEO TRANSCRIPT
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As I look at the result to the survey holistically, I take a few things away. One, our patients and our members that deal with our healthcare companies have a great degree of trust for these organizations. While that trust might be misplaced because we see the advancing threat environment taking hold – breaches are on the rise – we do see an opportunity for these health companies to get ahead of the challenge.

The first is to look defensively around their programs and their technologies. Are they doing as much as they can do to protect patient information and member information? The next things payers and providers can do is to proactively plan for an inevitable breach. Get ahead of the challenge. Understand the communications that need to be shared with patients and with members. And align all the stakeholders of the organization to that messaging.

By taking advantage of what our consumers, our members and our patients are willing to do for themselves to protect their data, but also in preparing for that inevitable breach, sets that they show those patients – show those members – what they’re doing to protect their data. And in doing so, will keep that relationship whole.