DO PATIENTS WANT TO HELP SECURE THEIR DATA?

VIDEO TRANSCRIPT
Consumers showed through the survey results that they had a number of different areas they were willing to participate, on their own part, to making their data security. One of the most heavily responded elements was around changing passwords and making stronger passwords. And I think that is a great option for consumers. I think the important lesson for payers and providers is to enable them to have strong passwords. Perhaps even enable multi-factor authentication or two-factor authentication capabilities on their member ports and their patient portals. That would have a tremendous impact.

Patients and members do have preferences related to their digital trust. And if that digital trust is broken, they’ve shown that they will take action in terms of departing, finding an alternative solution for their service needs. But we also know that they are receptive to doing their part to protect their own information. And so payers and providers have the opportunity to take advantage of that, incorporate that into their programs – whether it’s defensive programs or whether it’s positive, proactive communication programs, or as a result of a potential breach – that they can secure that digital trust.