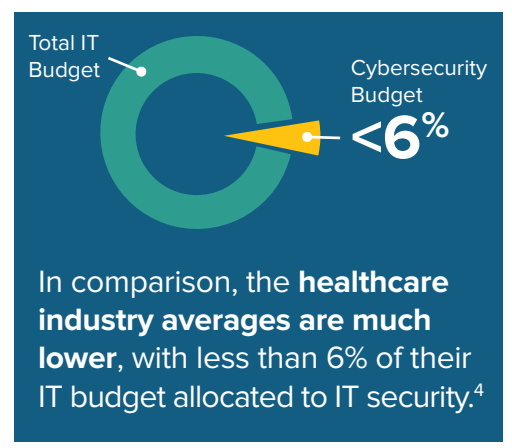
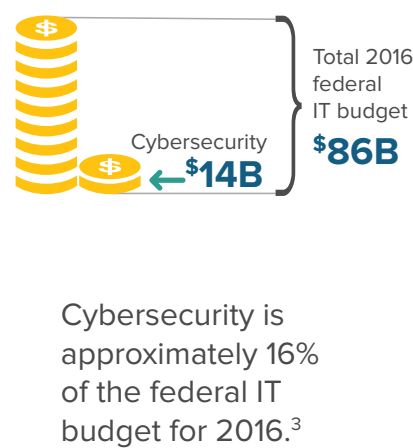
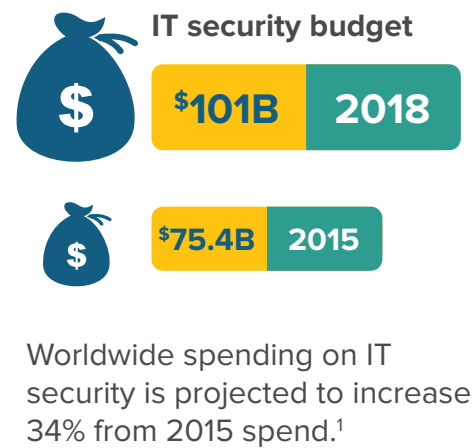


Cybersecurity in Healthcare:

Why It's Not Enough, Why It Can't Wait



While cyberattacks and data breaches are rising across industries, healthcare is lagging behind in cybersecurity investment:

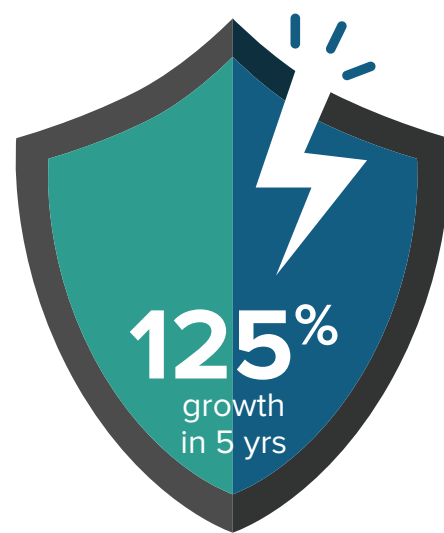


Healthcare data is unique, which makes the privacy and security of it so critical:

While credit cards can be canceled when lost or stolen, medical records can be compromised for years.



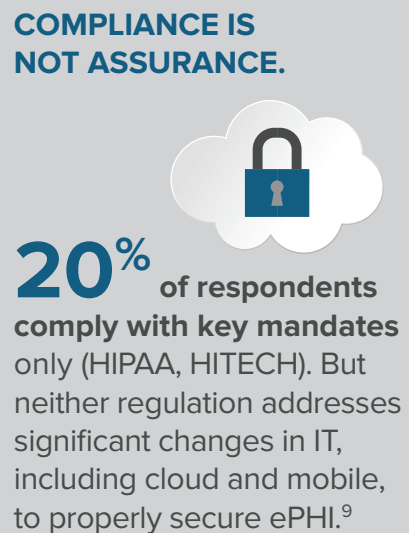
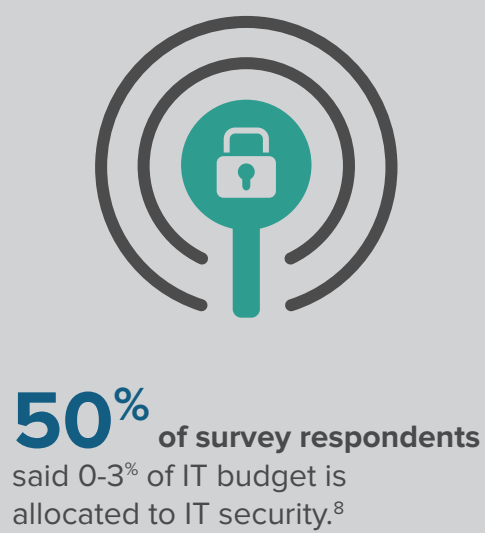
Electronic health records sell for **\$50 per chart** on the black market, compared to **\$1** for a stolen **social security number** or **credit card number**.⁵



Criminal attacks, the number 1 root cause of healthcare data breaches, are rising.⁶

WHY? Medical records contain most of the data hackers want, making them ideal for **ONE-STOP STEALING**.⁷ Weak cybersecurity makes electronic protected health information (ePHI) more vulnerable.

The 2016 HIMSS Analytics Healthcare IT Security and Risk Management Study reveals several gaps in the current state of healthcare cybersecurity:

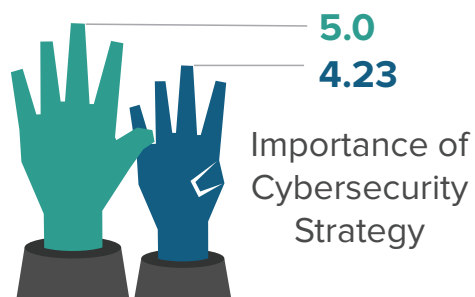


Medical device manufacturers are not mandated to incorporate cybersecurity features in their design and development.¹⁰

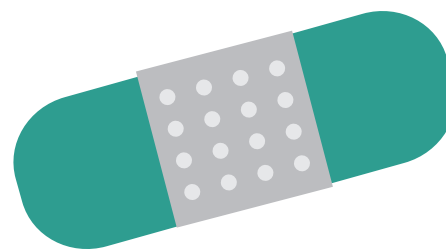


Healthcare organizations are not filling the gaps in security for medical devices: **50%** of survey respondents are only beginning to address medical device security.¹¹

Overcoming the disconnect by defining cybersecurity in terms of risk:



Survey respondents ranked the importance of a cybersecurity strategy for their organization high, but **ONLY 23%** have an ongoing, consistent risk-management program.¹²



Throwing security products into your network is not the answer. **Healthcare organizations need to understand cybersecurity in terms of risk.**

These **5 steps** can help your organization move from a reactive to a sustainable, business-driven approach:

- 1 COMPLY** with key mandates; base security controls
- 2 STAY AHEAD** of threats
- 3 Let risk assessment DRIVE** priorities
- 4 IMPLEMENT** a sustainable risk-management program
- 5 Let business priorities ADVANCE** the security strategy

For more information and findings from the HIMSS Analytics Healthcare IT Security and Risk Management Study, download the whitepaper at go.symantec.com/healthitsecuritystudy

References:
 1 Cybersecurity Market Report, Q4 2015, Cybersecurity Ventures, <http://cybersecurityventures.com/cybersecurity-market-report/>
 2 U.S. Financial Services: U.S. Financial Services: Cybersecurity Systems & Services Market – 2016-2020, <http://www.prnewswire.com/news-releases/us-financial-services-cybersecurity-systems-services-market-2016-2020-300172422.html>
 3 <https://www.whitehouse.gov/omb/budget/>
 4 The HIMSS Analytics Healthcare IT Security and Risk Management Study
 5 FBI Cyber Division, Private Industry Notification, April 4, 2014, <http://www.illumweb.com/wp-content/uploads/ill-mo-uploads/103/2418/health-systems-cyber-intrusions.pdf>
 6 Fifth Annual Benchmark Study on Privacy and Security of Healthcare Data, Ponemon Institute, May 2015, <http://www.ponemon.org/blog/criminal-attacks-the-new-leading-cause-of-data-breach-in-healthcare>
 7 Internet Security Threat Report 2015, volume 20, Symantec, http://www.symantec.com/security_response/publications/threatreport.jsp
 8, 9, 11, 12 The HIMSS Analytics Healthcare IT Security and Risk Management Study
 10 <http://www.bloomberg.com/features/2015-hospital-hack/>, <http://www.fda.gov/RegulatoryInformation/Guidances/ucm070634.htm>