



# Does Healthcare Still Have a Security Problem?

Healthcare providers are adopting electronic records and digital clinical systems in full force, motivated by:



Increased regulation and market drivers requiring information sharing



Easier and more efficient healthcare delivery



Cost reduction



Compliance with government mandates



## A Cyber Breach Epidemic?

### Cyber security concerns remain

Providers are:

- Under-staffed, under-skilled and under-funded



Only 33 percent of healthcare providers believe they have sufficient resources to prevent or quickly detect a data breach<sup>3</sup>

- Uncertain about securing emerging technologies such as Cloud and Mobile

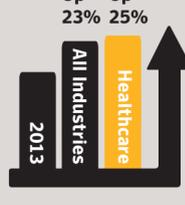
And on the patient side:



68% of patients are not confident in the measures taken to protect their medical records.<sup>1</sup>

### These concerns are well-founded:

Not only were there hundreds of healthcare breaches in 2014, but the rate of these breaches increased faster than the rate of breaches across all industries.<sup>4</sup>



## Why Target Healthcare?



### Attackers are after:

- Medical records (PHI)
- Financial records (credit cards, bank account numbers)
- Intellectual property (research, proprietary information)



### Identity and insurance information is valuable, especially medical records

One medical record can fetch \$50 in the underground economy, which is 10 times the value of a credit card number<sup>5</sup>



### Healthcare providers are particularly vulnerable to malicious insiders

Data breaches due to insider theft nearly doubled in 2014<sup>4</sup>



### Medical devices are notoriously vulnerable and present a risk to patient safety and care delivery.

- Vulnerable devices include pacemakers, infusion pumps, ventilators, imaging equipment, and patient monitoring systems<sup>4</sup>
- Networked medical devices can give cyber criminals easy access to a healthcare network to execute or hide an attack on the larger enterprise



## The Criminal Element

**82%**

### increase in healthcare data breaches from criminal attacks in 2014<sup>4</sup>

For the first time, criminal attacks are the number one cause of data breaches in healthcare<sup>3</sup>

**71.3%**

### of attacks in the healthcare industry are through peer-to-peer (P2P) computing<sup>4</sup>

P2P attacks can include denial of service, man-in-the-middle, worm propagation, rational attacks, and file poisoning

**78%**

### Web-borne malware attacks caused security incidents for 78 percent of healthcare organizations last year<sup>3</sup>



## Paying a Heavy Cost

### Healthcare providers are suffering:



Data breaches are now estimated to cost the industry \$6 billion per year and the average single breach costs more than \$2.1 million<sup>3</sup>



More than 90 percent of healthcare organizations have reported a data breach, and 40 percent have reported more than five data breaches over the past two years<sup>3</sup>

### And so are consumers:



Medical identity theft has nearly doubled in the past five years, from 1.4 million adult victims to over 2.3 million in 2014<sup>3</sup>



Medical identity theft victims have had to pay an average of \$13,500 to resolve the issue<sup>1</sup>



Medical records can remain compromised for decades, while some breaches are never resolved

### The impact of a healthcare breach is more than just a dollar figure



## Solving the Security Problem

Symantec can help prevent data breaches before they happen by:



Securing access to sensitive data through two-factor authentication



Protecting data in the cloud and on mobile devices



Assuring confidentiality of medical information that meets HIPAA, HITECH, PCI and FISMA requirements



Providing threat intelligence and monitoring to get ahead of emerging threats



Find out more:

[www.symantec.com/healthcare](http://www.symantec.com/healthcare)

References:

- <sup>1</sup> Ponemon Institute, "Fifth Annual Study on Medical Identity Theft," February 2015
- <sup>2</sup> Norton Cybercrime Index
- <sup>3</sup> Ponemon Institute, "Fifth Annual Benchmark Study on Privacy & Security of Healthcare Data," May 2015
- <sup>4</sup> Symantec ISTR 20
- <sup>5</sup> Medscape Medical News, "Stolen EHR Charts Sell for \$50 Each on Black Market," April 2014