



# Simpler security for healthcare.

How to get cost-effective, organization-wide protection for patient data across your contact channels

**Eckoh**

# Data breaches are a growing problem in healthcare.

For US healthcare professionals, providing outstanding patient care is a top priority. However, data breaches and criminal activity are becoming an increasing hazard for organizations, who can face severe fines and lasting damage to your reputation.

Card-not-present fraud, in particular, is growing business across all industries. In the US in 2023, losses are expected to cost an astonishing \$9.49 billion, up from \$8.75 billion in 2022.

For healthcare, the impact of any data breach can be especially serious. *Fortunately, there's a way to tackle the security challenge, simply and effectively.*



# What's being targeted & where are the risks?

Large healthcare organizations are awash with sensitive personal information.

Teams can strengthen security through compliance with industry standards, such as PCI DSS (for payment card data), HIPPA (for sensitive patient information), and specific rules around ACH bank payments.

But compliance alone doesn't guarantee data protection. Vulnerabilities can open up whenever highly-sensitive data enters your environment via contact channels.



**Calls and transactions  
with staff**



**Live chat sessions**



**Automated phone  
payments**



**Online  
card payments**

# The potential 'attack surface' is especially wide in healthcare.

Organizations are unique in having **so many teams** engaged with patients, handling personal data, and taking remote payments, every day.

Such as, **front desk, pharmacy, affiliates, contact center, gift shop, RevCycle, home health, satellite locations/clinics, collections, customer care, medical technology, and outsourced services.**

Securing patient moments across so many different points could be technical nightmare. And your organization is only as secure as its weakest link.

*So, can everything be secured at once?*



*The answer is,*  
**YES.**

# How to get organization-wide protection for sensitive patient data.

Individual healthcare departments often go it alone with security. But this can be costly, time consuming and risky. Especially, as criminals are always switching tactics.

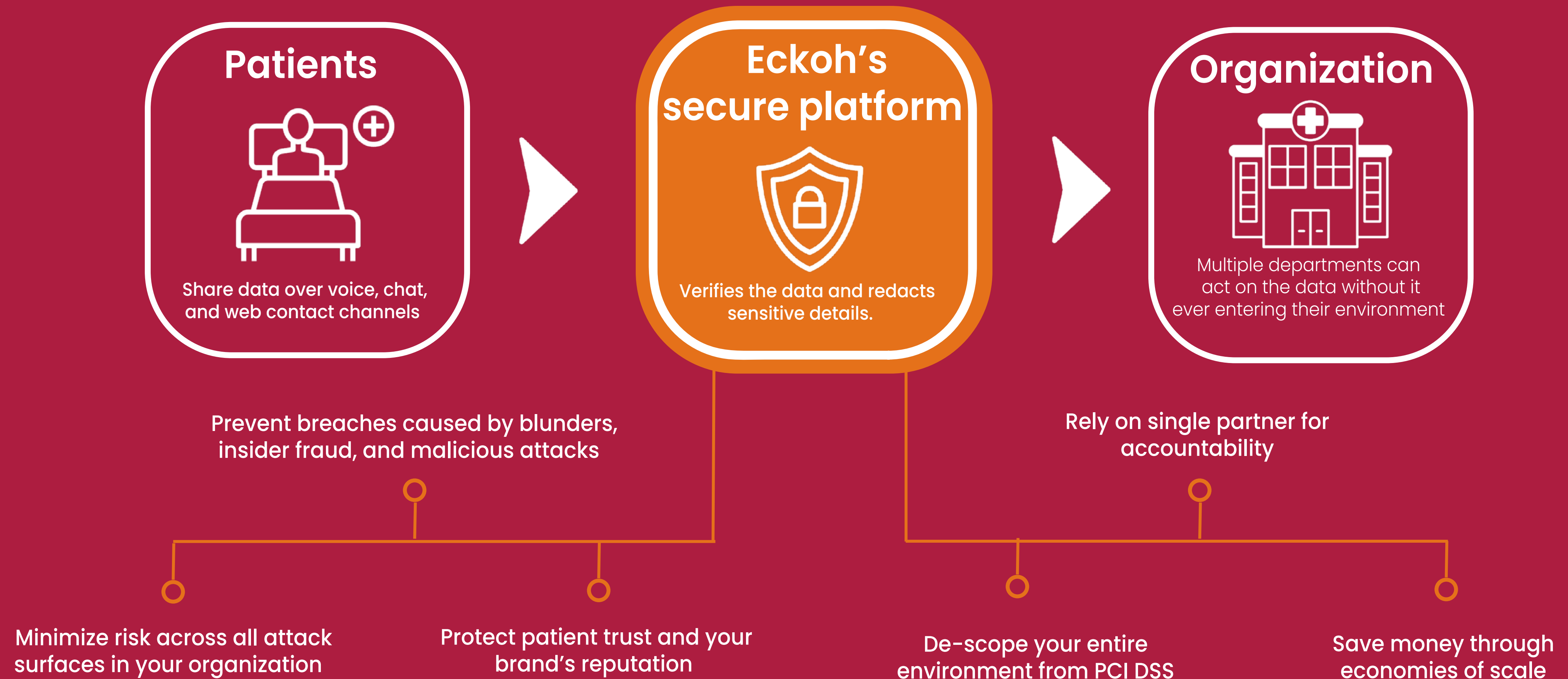
But now its possible for every department to plug into a single platform that screens out sensitive personal data. Because it never enters your environment, there's nothing that can be stolen or leaked by accident.



*"Being able to enhance our programs and expand our basic revenue recovery programs is important to our future growth and success. With Eckoh's extremely simple secure payment and PCI DSS compliance solution, we can now achieve this while adding additional value to our clients."*



# Security strategy benefits.



# The ideal partner.

**Find a security partner that understands healthcare - and stays ahead of emerging threats.**

Eckoh has provided data security to healthcare organizations such as Mayo, Children's Hospital of Atlanta, Florida Blue, and Mercy. We understand the complexity of each environment and we find the fastest and most effective way to secure millions of voice calls, chat sessions, and web transactions.

 **Flexibility**

 **Frictional Journey**

 **Scalability**

 **Secure & Compliant**

 **Affordability**

 **Future-proof**

# Fact drop.



## The incentive for criminals

While credit or debit card details can sell for up to **\$110** on the dark web, medical records can fetch up to **\$1,000**.



## The scale of the problem

In 2021, 50 million individuals – 15% of the US population at the time – had their data exposed in a healthcare security breach. The average breach ballooned to 74,000 records compromised in each event.



## The cost for organizations

The consequences are especially dire for healthcare. The industry has the highest cost of a data breach at 10.10m – up 10% on the previous year.





**Why not partner  
with us?**

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Find out about healthcare security solutions at  
*[eckoh.com/us/health-and-lifesciences](http://eckoh.com/us/health-and-lifesciences)*