



CASE STUDY

Healthcare

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ABOUT THE CLIENT



The client is a well-known insurance provider subject to HIPAA regulations that protect personal health information (PHI). While regulatory compliance requires appropriate physical and electronic safeguards, the client also recognizes that its industry is rife financial and reputation risk arising out of data breaches. In the 2018's first quarter alone, [*the Department of Health and Human Services' Office for Civil Rights \(OCR\) received 77 healthcare data breach reports.](#) While the pure number of breaches decreased by 10.5% from the fourth quarter of 2017, the severity increased by 130.57%.

With many companies to keep track of and limited resources, the company struggled to investigate the potential risks and cybersecurity practices at all of its affiliates in a streamlined way. As a result, affiliate integrations were cumbersome. It was both challenging to onboard new affiliates and to help them meet the required standards and best practices.

* Report: Healthcare Data Breaches in Q1, 2018. (2018, April 24).

Retrieved from <https://www.hipaajournal.com/report-healthcare-data-breaches-in-q1-2018/>

A TOOL TO BRING **CUSTOMER CONFIDENCE**

Cybersecurity hygiene has increasingly been one of the key factors for gaining and keeping customers, especially for companies that store or interact with sensitive health data.

This company leverages SecurityScorecard as a marketing tool to assure customers of the security of their data by:

- Providing SecurityScorecard report to customers or disclosing these reports in the RFP process.
- Comparing its cybersecurity profile against its competitors,
- Providing an additional independent verification of the company's and its vendors' cybersecurity practices
- Showcasing the effectiveness of the company's continuous monitoring

Example of Comparison

Against Competitors

Category	Competitor 1	Competitor 2	Competitor 3	Competitor 4	Competitor 5	Competitor 6	Competitor 7	Competitor 8	Competitor 9
Overall Score	A 91%	A 96%	B 84%	B 85%	D 68%	B 86%	A 99%	B 89%	C 78%
APPLICATION SECURITY	A 99%	A 98%	B 86%	F 51%	F 51%	A 99%	A 99%	A 99%	A 91%
DNS HEALTH	C 79%	A 99%	B 86%	D 64%	D 69%	C 78%	A 99%	B 84%	C 71%
IP REPUTATION	A 99%	A 99%	B 81%	A 99%	B 85%	A 99%	A 99%	A 99%	C 74%
NETWORK SECURITY	B 85%	A 97%	A 92%	A 95%	F 50%	D 69%	A 99%	B 83%	F 53%
ENDPOINT SECURITY	A 99%	A 99%	B 86%	A 99%	D 61%	C 75%	A 99%	C 71%	A 90%
HACKER CHATTER	A 99%	A 99%	A 99%	A 99%	A 99%	A 99%	A 99%	A 99%	A 99%
LEAKED INFORMATION	A 99%	A 99%	F 51%	A 99%	C 77%	A 99%	A 99%	A 99%	A 99%
CUBIT SCORE	A 99%	A 99%	A 99%	A 99%	A 99%	A 99%	A 99%	A 99%	A 99%
PATCHING CADENCE	C 78%	B 84%	B 87%	D 67%	F 53%	C 79%	A 99%	A 90%	C 73%
SOCIAL ENGINEERING	B 85%	A 99%	A 99%	A 99%	A 99%	A 99%	A 99%	C 75%	A 99%

BUILDING THE FOUNDATION TO MEASURE PROGRESS IN **CYBERSECURITY**

In addition to its benefits as a marketing tool, SecurityScorecard provides the company with a way to enhance affiliate relationships. The company introduced the SecurityScorecard platform to its affiliates in the middle of last year, and in a little over a year, it has seen improvement in its cybersecurity health. The company attributes this success to the tool's ability to provide visibility to each affiliates' issues.

Initially they set a baseline to understand which affiliates were struggling with which issues and whether there were any systemic problems that the company could help the affiliates solve. As an insurance company, the client's largest risk arose out of healthcare providers. In the first quarter of 2018, 61% of data breaches arose out of problems with healthcare providers. While insider unauthorized access/ disclosure accounted for the majority of the breaches, hacking/ IT incidents exposed/stole more information overall. For example, internal unauthorized access/ disclosure accounted for 384,123 breached records during the first quarter of 2018, while hacking or IT incidents led to 610,839 exposed records. With this in mind, the client focused its effort on prioritizing risk factors that were scored as "Ds" and "Fs" to bring its affiliates in line with the company's more mature cybersecurity practices. Since the launch of this initiative, the company has had nearly two months during which its affiliates have not received low scores.

Example of a Portfolio View:

30-DAY	SECURITY SCORE	COMPANY	INDUSTRY	STATUS	INVITE	VENDOR ECOSYSTEM
0%	A 91	[Redacted]	TECHNOLOGY	Inactive	[Icon]	View 3rd Parties
0%	A 99	[Redacted]	FINANCIAL SERVICES	Inactive	[Icon]	View 3rd Parties
0%	A 93	[Redacted]	TECHNOLOGY	Inactive	[Icon]	View 3rd Parties
-6%	B 84	[Redacted]	EDUCATION	Inactive	[Icon]	View 3rd Parties
-2%	B 86	[Redacted]	RETAIL	Inactive	[Icon]	View 3rd Parties
-2%	B 85	[Redacted]	RETAIL	Active	[Icon]	View 3rd Parties
-1%	B 81	[Redacted]	RETAIL	Inactive	[Icon]	View 3rd Parties
-1%	B 81	[Redacted]	RETAIL	Inactive	[Icon]	View 3rd Parties

KEEPING UP THE MOMENTUM AND KEEPING THE FOCUS ON **CYBERSECURITY HYGIENE OVER TIME**

Their plans continue stimulating improvement in the cybersecurity health of affiliates by sending weekly reports of progress that include not only the affiliates but also the company itself. By creating an open dialogue and a culture of transparency, the company has been able to prioritize issue remediation, and consequently timely risk mitigation.

While this transparent comparison of reporting facilitates a little friendly competition, it also facilitates a sense of urgency and allows all the companies to work together to address action items. For example, top performers are highlighted so that these affiliates can share their insights on accelerating risk remediation.

Supplementing the Security Awareness of Internal Stakeholders

In addition to providing proof of an independent audit of the affiliates' security health, the company uses the vulnerability information surfaced by the SecurityScorecard platform to educate stakeholders in the human resources and legal departments about current threats and risks so that there can be cross-departmental efforts to improve awareness across the organization.

Next: Reviewing Compliance Frameworks

An upcoming initiative for the company is to look at how their posture and the posture of their affiliates aligns to specific industry and compliance frameworks. Specifically, the corporation looks forward to being able to educate stakeholders on how issues reported by the SecurityScorecard platform can be leveraged to inform remediation tasks to meet various standards and regulation checkpoints, and better preparing the organization to prepare for compliance audits.

The features of the SecurityScorecard platform allowed affiliates to improve their scores while providing high level reporting on progress to leadership.

This approach fosters a collaborative environment that reduces potential affiliate resistance to integrate with the company's cybersecurity practices. In addition to providing resources, help, and tangible metrics to mark achievements over the long term, this approach has enabled the company to improve the cybersecurity health of its ecosystem.

ABOUT SECURITYSCORECARD

Funded by world-class investors including Silver Lake Partners, Sequoia Capital, GV, Riverwood Capital, and others, SecurityScorecard is the global leader in cybersecurity ratings with more than 12 million companies continuously rated. Founded in 2013 by security and risk experts Dr. Aleksandr Yampolskiy and Sam Kassoumeh, SecurityScorecard's patented rating technology is used by over 25,000 organizations for enterprise risk management, third-party risk management, board reporting, due diligence, and cyber insurance underwriting. SecurityScorecard continues to make the world a safer place by transforming the way companies understand, improve and communicate cybersecurity risk to their boards, employees and vendors. Every organization has the universal right to their trusted and transparent Instant SecurityScorecard rating.



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