

Problem Case Study || Healthcare



Healthcare providers are required to maintain technical and physical safeguards to ensure the confidentiality and unauthorized disclosure of patient information. HIPAA stipulates that wrongfully disclosure of a patient's health information is subject to fines ranging to \$250,000 and prison time ranging to 10 years.

Special Care is recognized as one of the oldest in-home care companies to find and place caregivers who provide 24-hour care for seniors and the elderly throughout the United States. Gail Baxter, President, needed a solution to safeguard patient information handled by her mobile workforce as they supervise caregivers in the field and perform data-gathering home visits.

The Solution

Baxter selected Pearl Echo.Suite due to its ability to comprehensively safeguard personally identifiable information (PII) as well as manage employees as they travel on and off of her private network.

Pearl Echo keeps an eye on data-in-motion by examining content transmitted in email, attachments, web postings and IM conversations. Pearl Echo also scans encoded attachments in real-time and will decrypt encrypted content to verify adherence to policy. Pearl provides keyword pattern analysis so customers can generalize the information they want to protect like social security numbers and to broaden their audit capabilities.

Pearl Echo's patented cybersecurity technology provides customers with the ability to manage Internet activity on user devices no matter where those devices are located. Pearl Echo's Mobility Monitor technology can automatically follow users so all of their activity is monitored, and access privileges remain governed by the same cybersecurity rules that apply when users are on an organization's private network. Users cannot circumvent policies prohibiting inappropriate web surfing or illegal transactions over email or IM by leaving the corporate network and joining a private network or readily available hot-spot.

Success in the Field

Baxter has the dual responsibility of managing a mobile workforce and maintaining the security of patient information in a highly distributed and information-sensitive environment. According to Baxter, "Pearl Echo seamlessly applies our restrictions when our staff is in the office or on the road. Once we set it up, Echo automatically knows where the employee is and maintains our Internet use policy without the employee or IT staff having to take special action."

Baxter's business has been trending upward. People 65 and older represented 14.5% of the US population in the year 2014. This is expected to grow to be 21.7% of the population by 2040. Data analytics has become an important aspect of how Baxter manages her business. When Baxter selected her cybersecurity solution, it needed to be one that didn't prohibit her network from evolving alongside her business.

According to Baxter, "I trust my staff. Despite extensive training and clear corporate policy, inadvertent mistakes do happen; it's part of life in a fast growing and fast changing business. With Pearl Echo doing its job, I'm comfortable we are doing ours - looking out for our clients even beyond their health challenges."