GAVS' End-to-End **Data Privacy Services** for **Healthcare**

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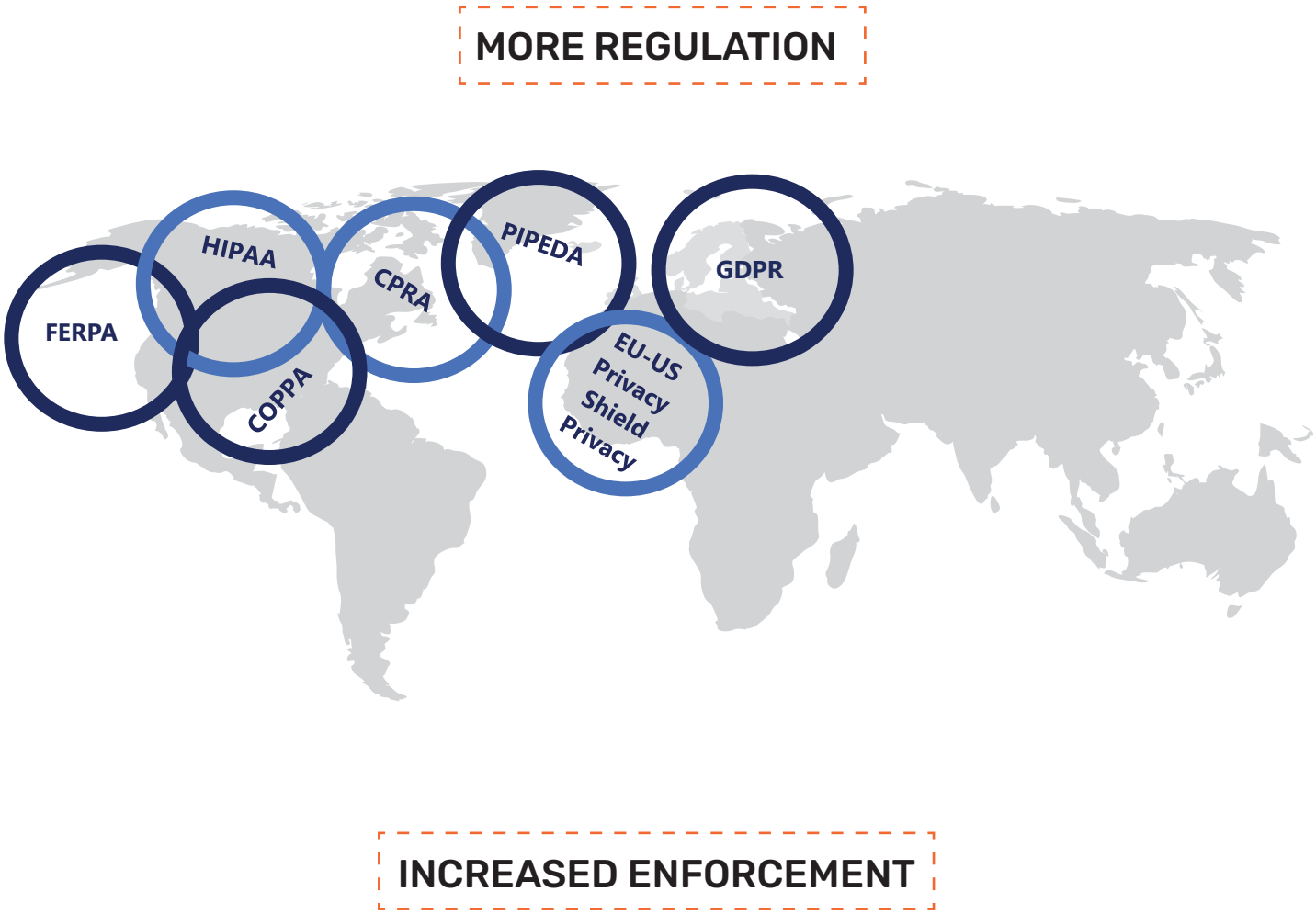
GAVS

Data privacy has always been important but is now being taken more seriously than ever before. With an increasing number of data privacy and data protection regulations across the globe, we are observing a worldwide trend of organizations trying to adopt a multiregional compliance strategy for consumer privacy and personal data security. Some key regulations that global players are required to comply with are the European Union's General Data Protection Regulation (GDPR), the California Consumer Privacy Act (CCPA), Canada's Personal Information Protection and Electronic Documents Act (PIPEDA), among many others. Global businesses cannot afford to ignore these stringent privacy laws and regulations.

Need for a Multiregional Compliance Strategy



As organizations adapt to growing regulations across the globe, GAVS has developed robust privacy programs for better scale and performance as well as tighter budgets.

Here we explore how to reduce the risks of data loss and data misuse, while improving compliance with data privacy regulations such as GDPR, HIPAA, CCPA, and FINRA. We also address what it takes to implement a data privacy solution, highlighting the benefits of a properly deployed data-centric solution.

Data Privacy in Healthcare

The healthcare industry is expected to spend around $65 billion on cyber security between 2017 and 2021. They are also bound by various data privacy regulations such as HIPAA to protect sensitive patient information. While in general the number of cyberattacks is on the rise, healthcare organizations are prime targets because of the availability of huge volumes of valuable sensitive data.

The Problem Statement

- Increased use of electronic health record systems increases security risk
- Significant rise in ransomware attacks and phishing emails
- New compliance legislations like CCPA & GDPR increase provider costs
- Handling business associate agreements has increased in complexity
- Increased adoption of cloud and mobile technologies has expanded the threat perimeter
- Outdated technology in hospitals makes compliance harder
- The stringent regulatory landscape is constantly evolving

Enhanced mobility and collaboration

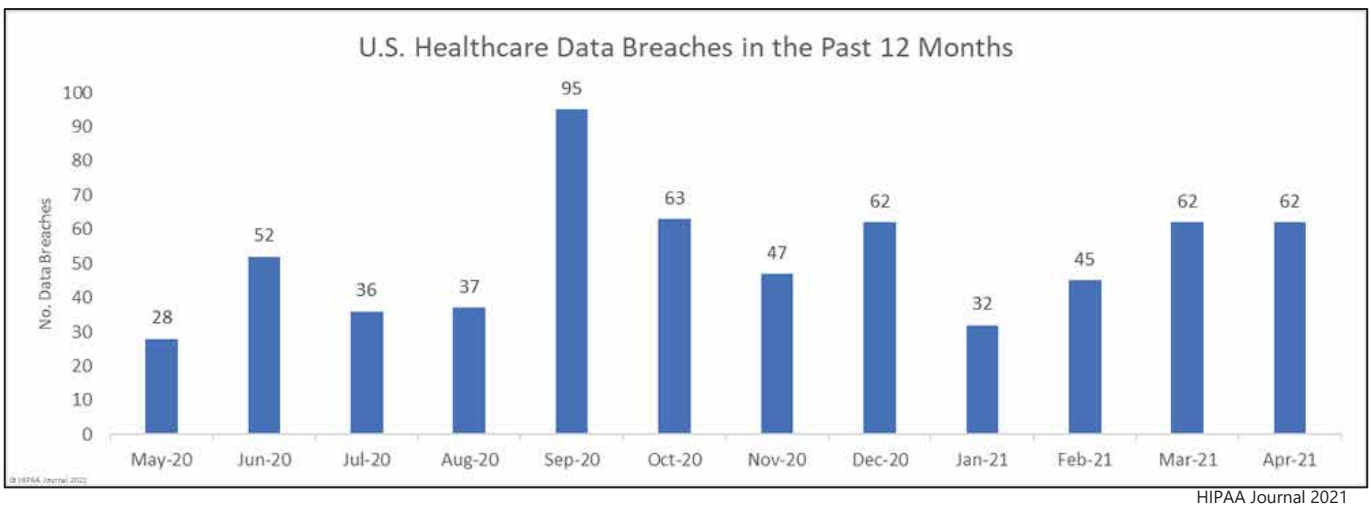
- Increased threat exposure
- Greater risk
- Evolving threats

Data leaks and targeted attacks

- Increased costs
- Out-of-date defenses
- Eroding patient trust

Compliance regulations

- Increased scrutiny
- Complex regulations
- Legal implications



HIPAA Journal 2021

Data breaches can cause these companies to be in violation of regulations such as HIPAA, which in turn leads to a host of consequences ranging from financial penalties, loss of customer trust, and even criminal penalties.

Common Challenges in Healthcare Data Privacy

With the rapid adoption of EHRs, serious issues in patient privacy protection need to be quickly addressed: gaps in legislation, lack of trust in the system, and lack of patient control over their electronic data. Federal legislations such as HIPAA and HITECH Act seek to safeguard Protected Health Information (PHI). A common concern in the healthcare industry is HIPAA violations. The good news is that cyber security platforms can be easily configured to support HIPAA security and privacy requirements.

- Hospitals account for **30% of all large data breaches**
- **34% of healthcare data breaches** are caused by unauthorized access or disclosure
- **6% of pediatric hospitals** have reported data breaches
- **18% of teaching hospitals** reported that they have experienced a data breach

- More than **2100 healthcare data breaches** have been reported in the US since 2009
- Nearly 80 million people were affected by the Anthem medical data breach
- There is a **75.6% chance of a breach** of at least five million records in the next year
- By the end of 2021, security breaches **would have cost $6 trillion dollars** for healthcare companies

Data Protection and Privacy Framework

Why it Matters

Builds Trusted Relationships

Increases Trust with Customer
Leverages policy as a competitive advantage

Modernizes Systems

Establishes the Foundation for Data Privacy
Ensures systems incorporate data protection and privacy measures by design and by default

Optimizes Governance

Optimizes Data Management
Protects the business, establishes a governance framework, and mitigates compliance risks

Performs Continuous Assessment

Understands the Data Privacy Landscape
Uncovers any risk in current data protection and privacy systems, processes, and governance

What you Do

Build Trusted Relationships

- Empower user control, preference, and consent
- Centralize and goven consent and preferences
- Power digital experiences across multiple touchpoints

Modernize Systems

- Update systems to address regulatory requirements
- Discover, categorize, and map personal data
- Enable rectification, retention, blocking, and deletion of personal data

Optimize Governance

- Access, plan, and respond to data privacy requirements
- Define and adopt consistent policy strategy
- Demonstrate compliance and accountability

Perform Continuous Assessment

- Conduct data protection impact assessments
- Record personal data processing activities
- Evaluate risks for personal data
- Implement and test data protection and privacy controls

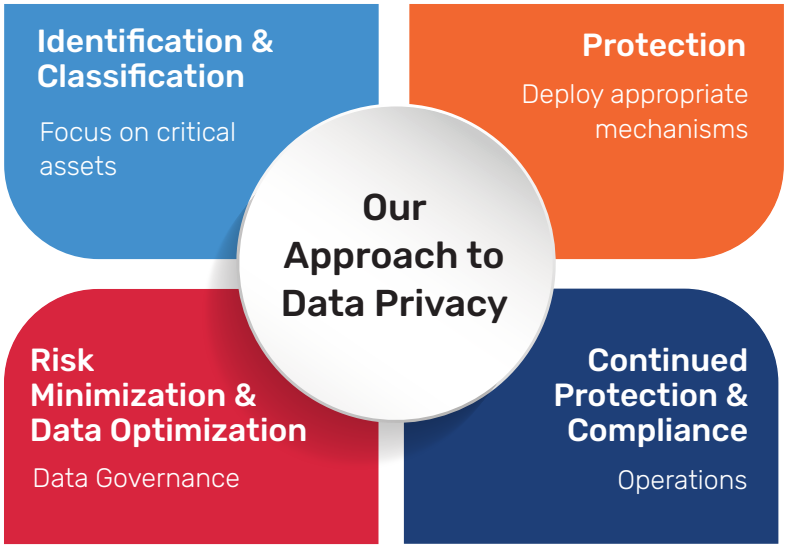
GAVS' Core Data Privacy Services

Advisory & Consulting

- Data Protection Risk Assessment
- Data Discovery & Classification
- GAP Analysis Report
- Current Security Posture Assessment
- Audit and Assurance

Governance

- Data Loss Prevention
- Data Governance & Analytics
- Access Governance



Solution Implementation

- Data Privacy Implementation
- Data Security Implementation
- HIPAA, GDPR, CCPA
- DPIA
- PIA

Managed Services

- Integration with SIEM, SOC, Ticketing Solutions
- Data Privacy Incident Management
- Privacy Inventory and Regulation Management

Our Focus Areas

- Keeping abreast of privacy regulations & acts
- Leveraging a combination of AI, Automation, Predictive Analytics, and AIOps solutions
- Design and implementation of controls and responses to protect data, to identify and report breaches, and to take timely action
- Delivering reliable and timely privacy risk and compliance, privacy by design, data readiness, impact and risk assessments across business functions and 3rd parties
- Ensuring legitimacy of Data Processing Agreement (DPA)/ Data Transfer Agreement (DTA) in customer contracts relevant to personal data, vendor risk assessment, data breach response assessment, data breach incident management, and data security controls assurance, with DPOaaS (Data Protection Officer as a Service)

GAVS' Value Proposition

- Empowerment of the key principles: Transparency, Legitimacy of Purpose, Proportionality
- Strict adherence to and compliance with data protection laws & regulations
- Anonymization & Pseudonymization to enable data analytics
- Dedicated certified privacy specialists with superior contextual knowledge of client environment
- Highly effective data breach notification and incident management
- Data Privacy Office (DPO) with standard templates, playbooks, and guidelines
- Dedicated Data Privacy Officer (DPO) as intermediary between the organization and regional supervisory authorities

Success Stories across the Healthcare Continuum

Ensuring HIPAA compliance for a leading healthcare provider

- Performed risk assessment and benchmarked internal controls against HIPAA requirements and security best practices
- Ensured proof of HIPAA compliance and reduced risk of breach
- Automated remediation, visibility, and protection of data

One of the largest health and human services agencies in the U.S., with a 140+ year history

- Benefitted from ~1.6M annual savings in cost of safeguard
- Expanded IoCs to block healthcare & other adversaries
- Increased ability to predict threat landscape & scale security initiatives
- Handled emerging threats rapidly through unified view of entire digital estate

One of the busiest hospitals in NY servicing more than 1 million outpatients each year

- Expanded IoCs to proactively block nation/state sponsored & healthcare/HDO specific attacks
- Increased ability to predict threat landscape & scale security initiatives

Our Levers

- Aligned to industry-leading frameworks such as Gartner's CARTA
- AI-enabled security operations leveraging our global alliances
- Automation platform with response work flows for 350+ use cases
- Follow-the-sun global delivery model; delivery locations across NAM, APAC, ME
- SOC analysts with deep domain expertise, rich consulting experience
- Both offensive & defensive (red & blue) security teams
- Security CoE with standard templates, playbooks, latest defense techniques

Our Differentiators

- Empowerment of the three pillars - People, Process & Platform
- Diverse industry experience in frontline security operations
- Strong references for Consulting and Managed Services
- Security services powered by AI & Automation
- Product & technology-agnostic security consultants & analysts
- HIPAA, PCI-DSS, ISO industry certifications
- Consistently recognized by Analyst firms like Everest, for IT Security

GAVS' data privacy services and solutions are designed to help organizations protect their information over the full data lifecycle – from acquisition to disposal. Our service offerings help organizations adhere to data privacy best practices and regulatory compliance in a constantly evolving threat environment and regulatory landscape. In any misuse of data or breach of personal information, GAVS helps in forensic identification of the scope & nature of the data breach, and efficient remediation & reporting of the event.

GAVS

GAVS is an AI company focused on enabling Enterprise Digital Transformation. Our solutions & services are led by AI/ML, Automation, Cloud, Big Data, and Analytics. Guided by the dual mandate of business alignment and cost effectiveness, we empower organizations to transform their operations and accelerate business outcomes with our proprietary AI products and platforms. We bring years of rich experience & expertise in diverse industry verticals, with special focus on Healthcare.

For more information on how GAVS can help solve your business problems, write to inquiry@gavstech.com

www.gavstech.com