



Enabling Healthcare. Securely.®

# Solving Healthcare's Increasingly Complex Security, Compliance, and Workflow Challenges

## Purpose-Built Identity and Access Management

October 24, 2019

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Vice President of Product Marketing

Imprivata

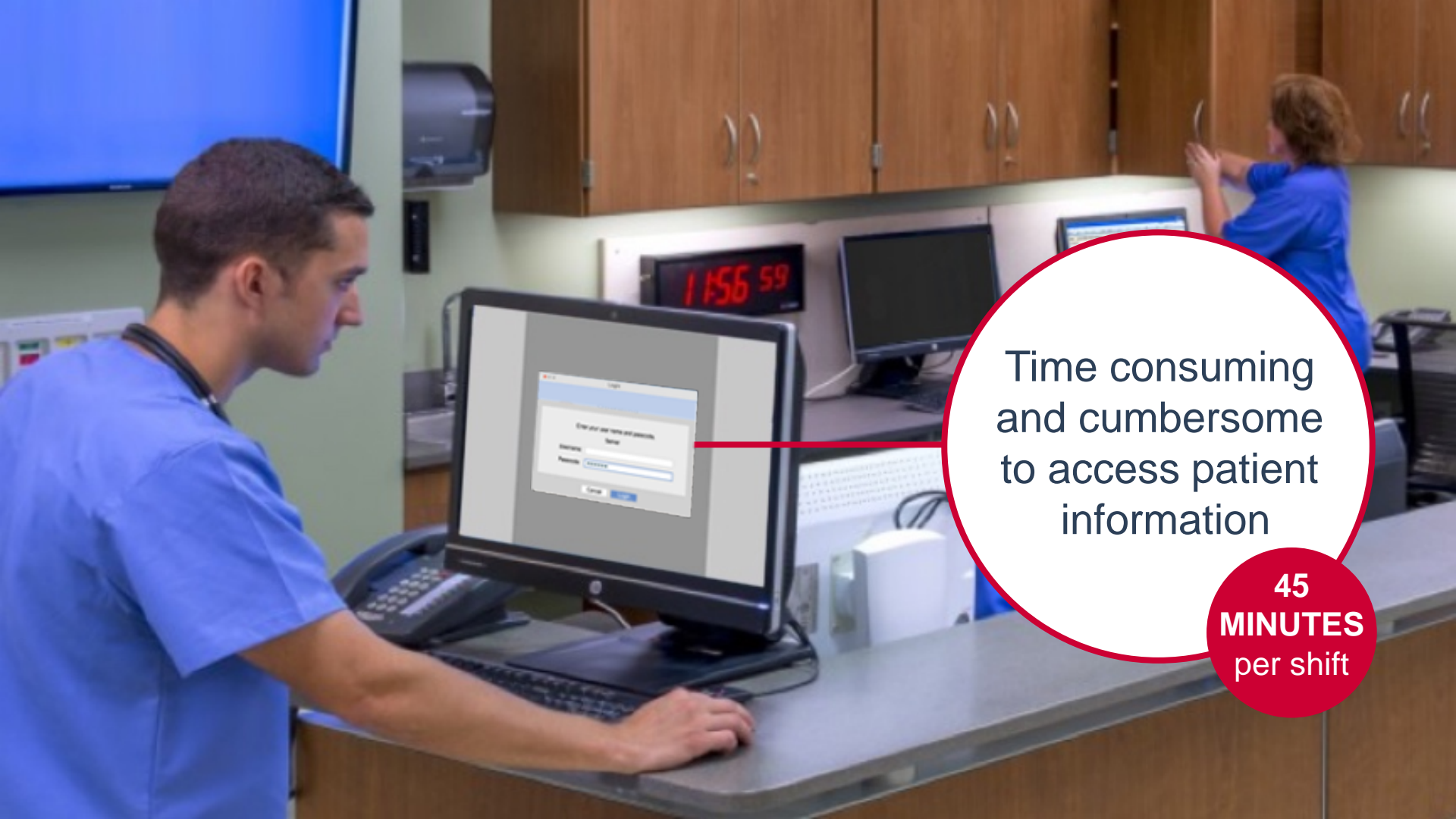
# Agenda

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- Why digital identity matters in healthcare?
- Digital IAM framework
- Unique healthcare considerations
- Imprivata digital IAM solutions for healthcare
- Q&A

# Healthcare's initial phases of digital transition





Time consuming  
and cumbersome  
to access patient  
information

**45**  
**MINUTES**  
per shift

# Increasing pressures on healthcare IT



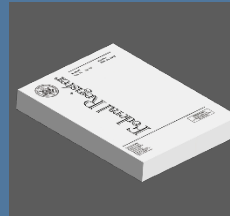
Fluid and  
Dynamic  
Workforce



Clinical  
Operational  
Efficiency



Cyberthreats



Privacy &  
Compliance  
Regulations



Mergers &  
Acquisitions

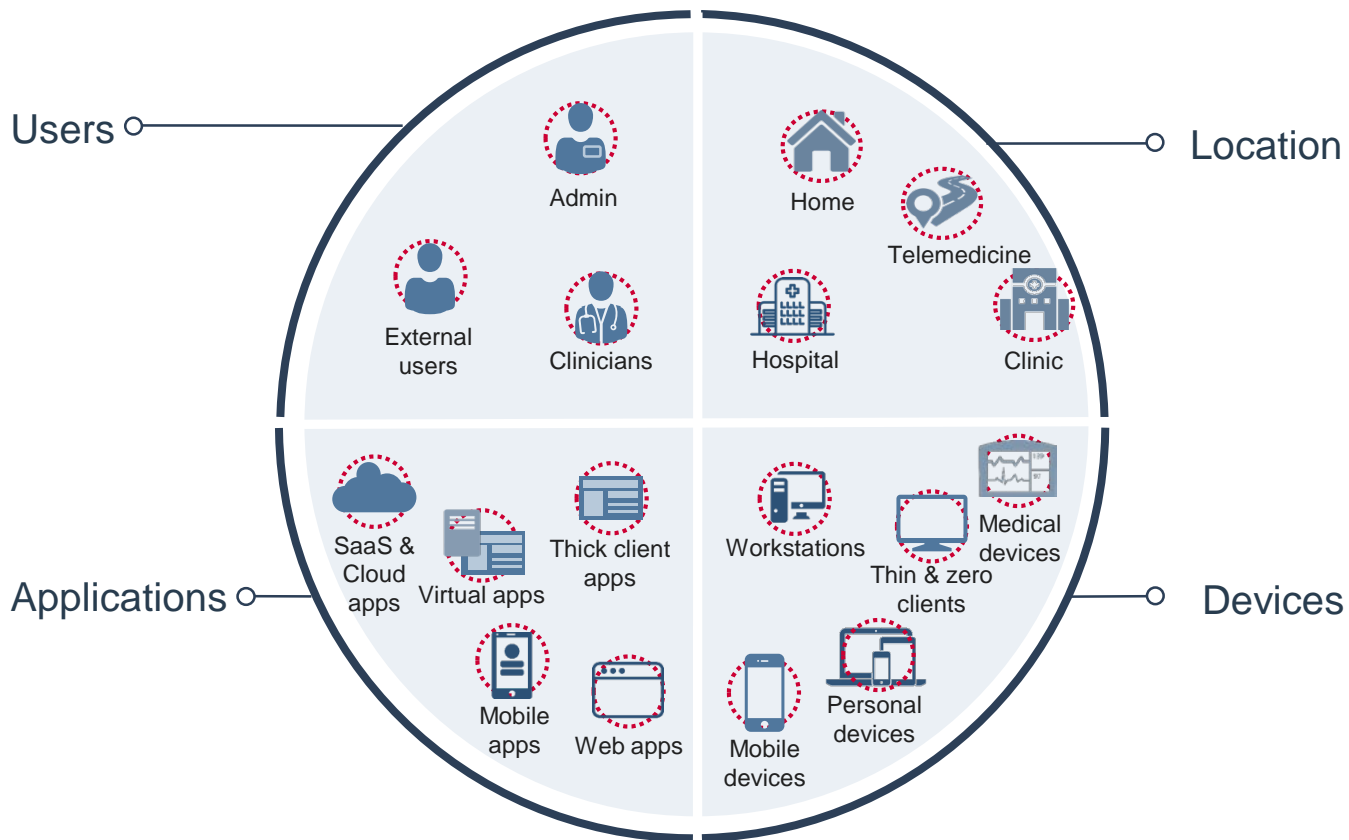


Value Based  
Care

# The care delivery ecosystem is growing in complexity



# Identity is the new perimeter



# Digital identity and access management (IAM)

## Identity Management

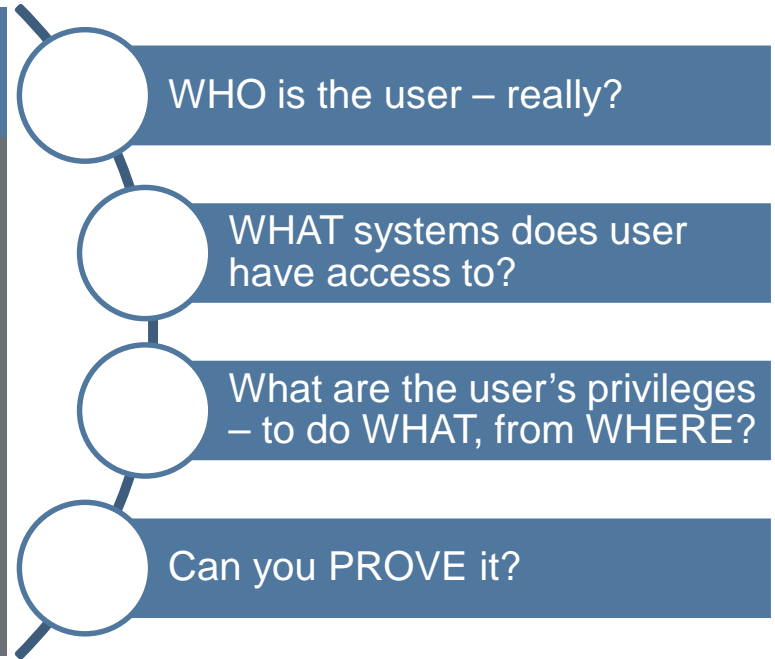
Protect at the front door with day-one readiness

## Access & Authentication

Secure and Simplify Access to Devices, Apps, Information

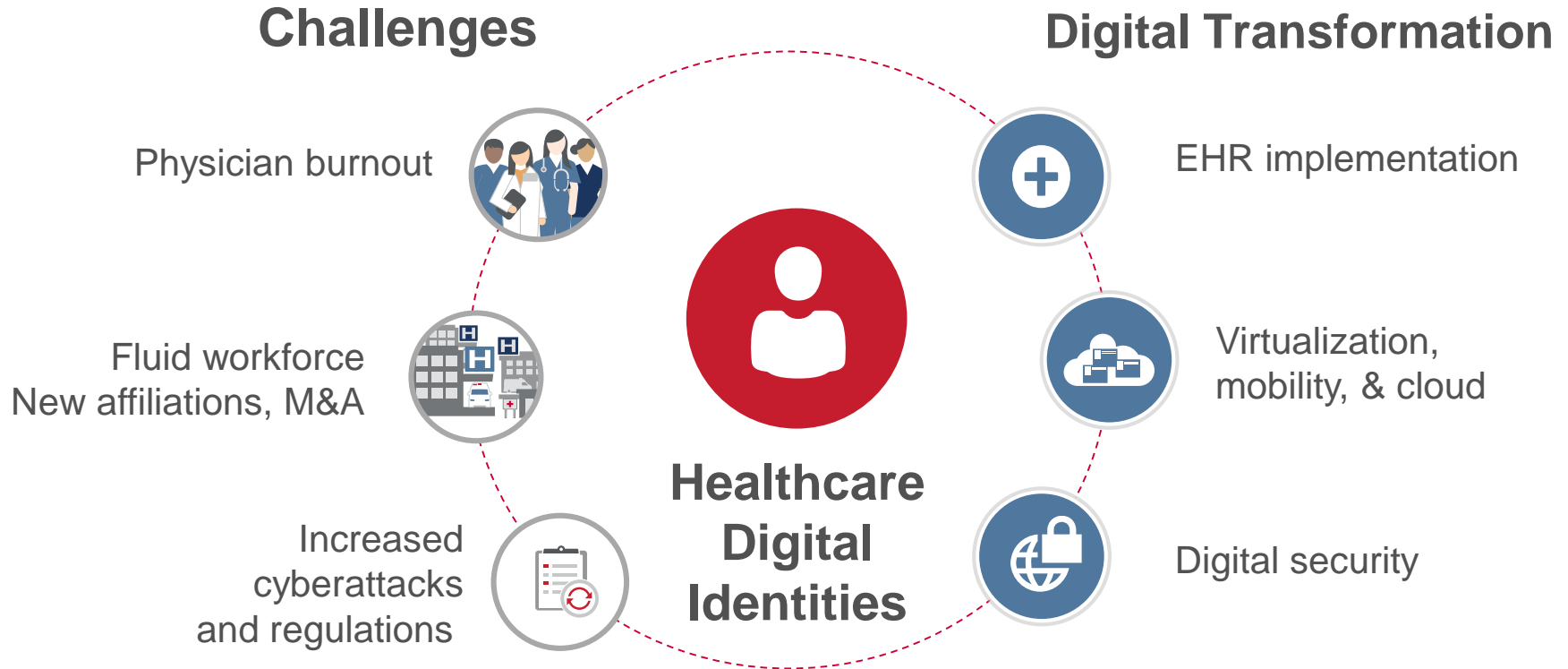
## Governance & Compliance

Robust modern solutions with a rich audit trail





# Healthcare has unique IAM needs






Imprivata: Purpose-built IAM  
solutions for healthcare

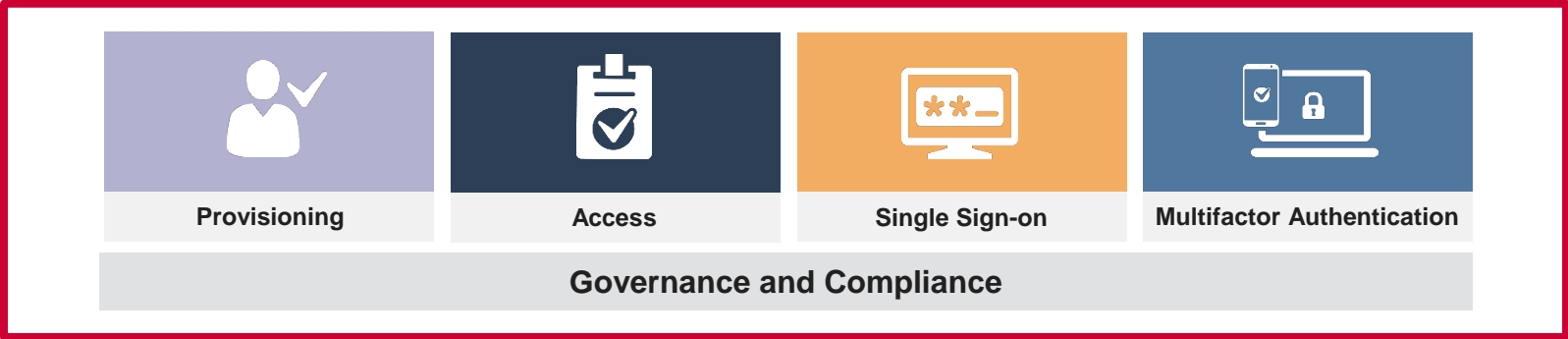
# Imprivata digital IAM for healthcare

**Users**





-  Clinicians
-  Non-clinical
-  External users

**Devices**

-  Shared workstation
-  Dedicated workstation
-  Medical
-  Mobile



**Apps**

-  On prem
-  Cloud
-  Private Cloud
-  Mobile

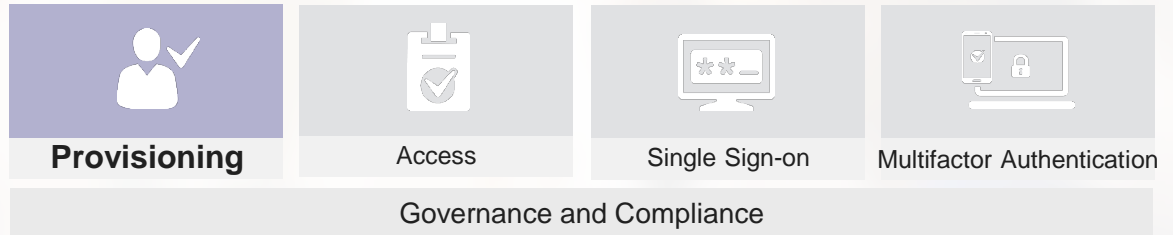
**Locations**

-  Home
-  Road
-  Hospital
-  Clinic

# Provisioning

## Why it matters...

- IT teams need to provision users for access into appropriate applications
- Manually setting user accounts can be complex and error-prone
- Security team wants users to have right level of access – no more, no less



# Provisioning

## Why it matters...

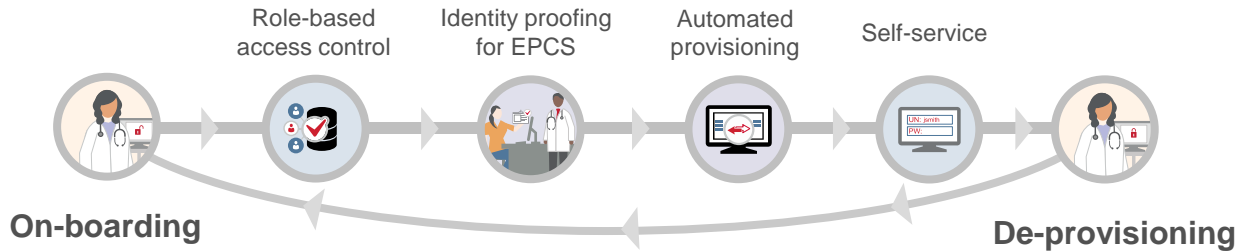
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## Unique healthcare consideration...

- Clinicians need day-one access to deliver patient care
- Users have multiple roles, requiring different types of access
- Healthcare organizations use hundreds of on-prem and cloud apps



# Provisioning



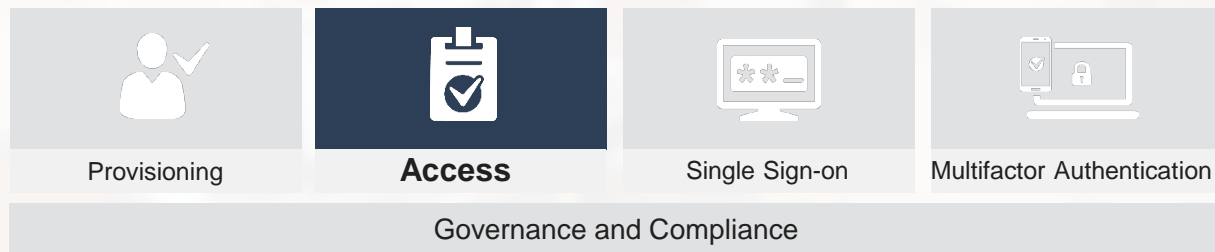
## Why Imprivata:

- Quickly provision, update, and deactivate user access
- API-level integrations with major EHRs
- Identity proofing for EPCS
- SSO & MFA / provisioning integration strengthens security, license management, and audit readiness

# Access

## Why it matters...

- Users need anytime, anywhere access on any device
- Overreliance on usernames and passwords
- Emerging devices require different workflows



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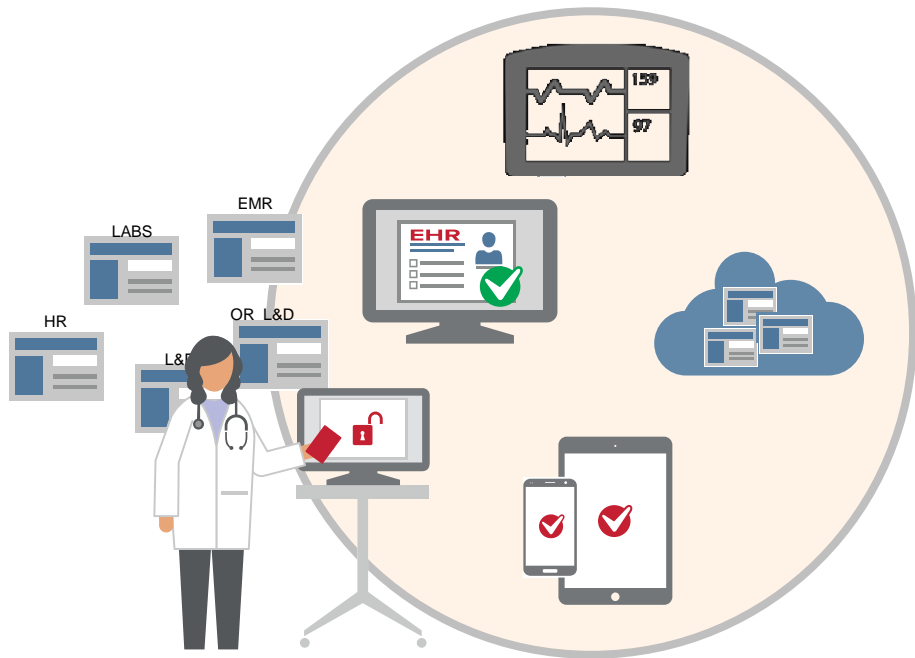
## Unique healthcare consideration...

- 78% of doctors have at some point experienced burnout
- 49% of healthcare organizations provide enterprise-owned, shared mobile devices
- Medical devices becoming interconnected





# Access



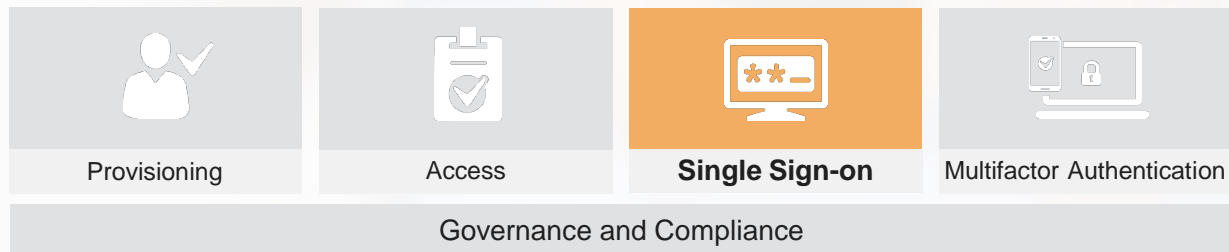
## Why Imprivata:

- Medical and shared mobile device access
- Fast-user switching on shared workstations and mobile devices
- Secure walkaway for continued, proximity-based authentication
- Re-authentication for additional workflows

# Single Sign-On

## Why it matters...

- Widespread adoption of virtual desktops and mobile devices
- IT has a growing set of applications to support
- Increased adoption of cloud and mobile applications



# Single Sign-On

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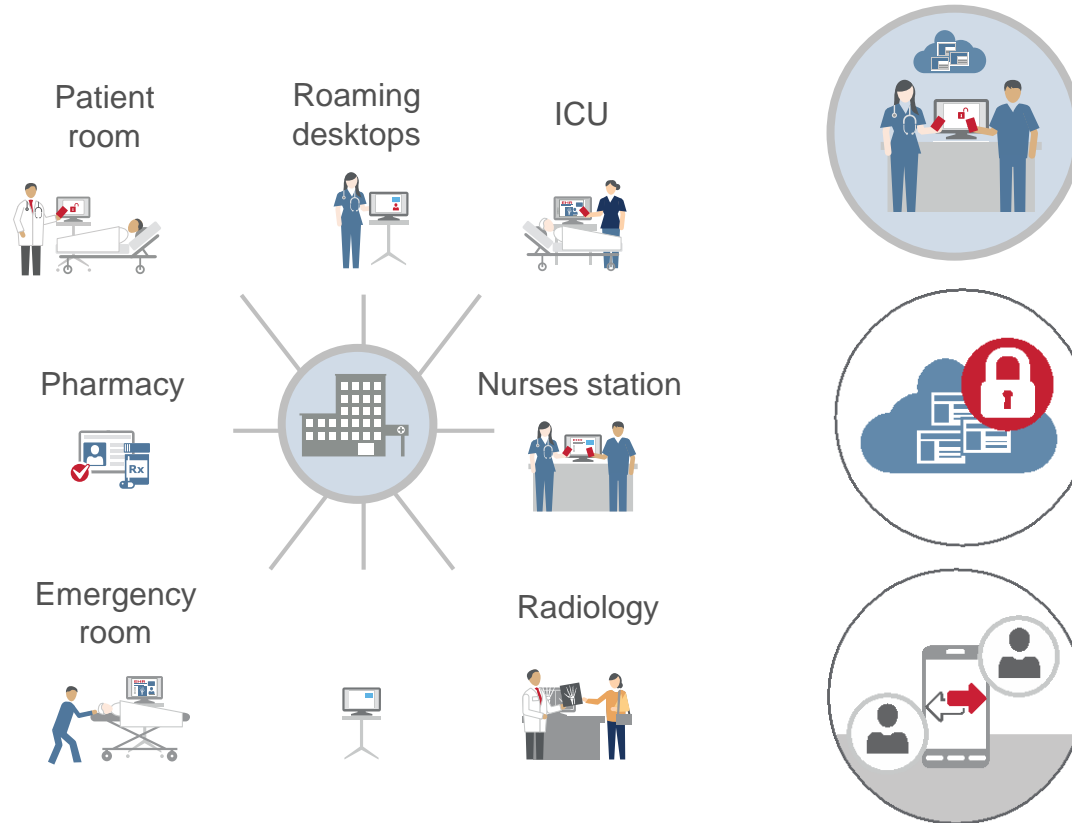
- Widespread adoption of virtual desktops and mobile devices
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## Unique healthcare consideration...

- SSO needs to be supported on shared workstations and mobile devices
- HIPAA and HITECH require strict security at the expense of efficiency
- Healthcare IT teams manage clinical and non-clinical users



# Single Sign-On



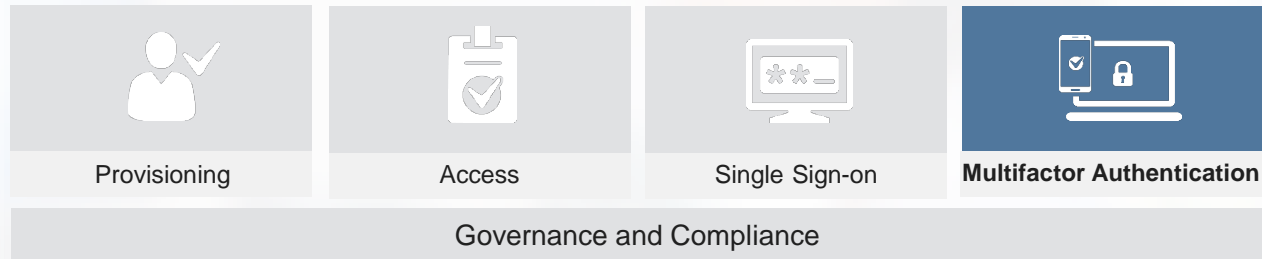
## Why Imprivata:

- Fast user switching enables SSO on shared workstations and mobile devices
- Ubiquitous access for clinical and non-clinical users to cloud apps
- Easy-to-use application profile generator
- Integrates with identity governance system

# Multifactor authentication

## Why it matters...

- Securing PHI and other sensitive data is more critical than ever
- 81% of data breaches involve weak or stolen passwords
- Phishing, other social engineering attacks are highly successful in stealing credentials



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## Unique healthcare considerations...

- EPCS and other unique healthcare workflows require MFA
- Security must be transparent so it does not impact workflow
- MFA must be consistent across workflows to avoid user frustration and workarounds



# Multifactor authentication



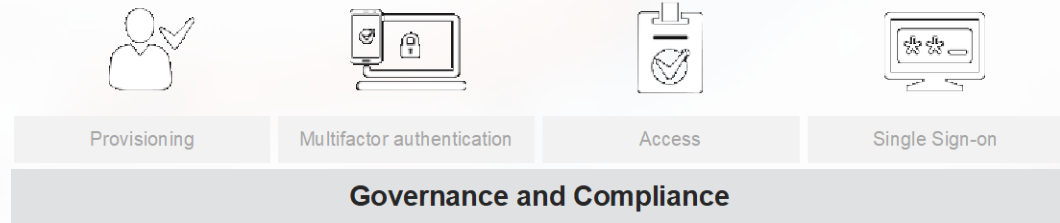
## Why Imprivata:

- Innovative, convenient, authentication options tailored to specific MFA requirements
- Complete, end-to-end EPCS compliance
- Extensibility across all clinical, business, and operational MFA workflows

# Governance and Compliance

## Why it matters...

- Frequent audit requests
- Increased regulatory requirements
- Greater risk of data breaches with higher fines





# Governance and Compliance

## Why it matters...

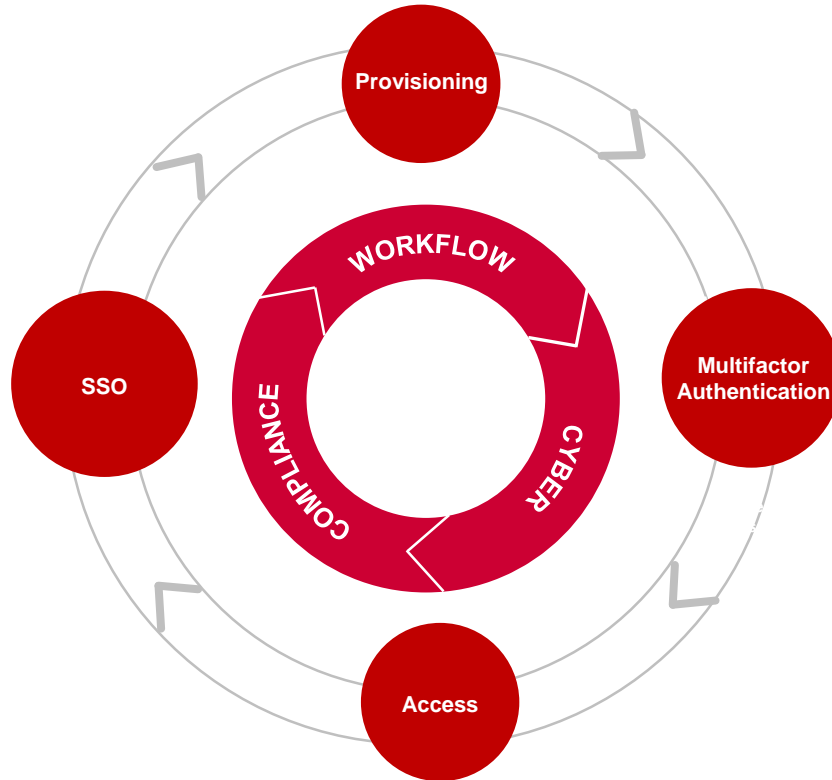
- Frequent audit requests
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## Unique healthcare consideration...

- Strict reporting requirements from the DEA for EPCS
- Healthcare orgs more likely to be hacked due to value of PHI
- Healthcare data breaches more costly than other industries



# Governance and Compliance



## Why Imprivata:

- Real-time reporting and logical access control for EPCS
- Integrates identity data with access data for license management and audit response
- Out-of-box and customizable reports delivering real-time utilization data

# Imprivata Digital IAM for healthcare

## Users



Clinicians



Non-clinical



External users

## Devices



Shared workstation



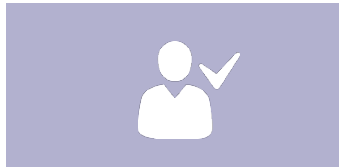
Dedicated workstation



Medical



Mobile



Provisioning



Access



Single Sign-on



Multifactor authentication

**Governance and Compliance**

## Apps



On prem



Cloud



Private Cloud



Mobile

## Locations



Home



Road



Hospital



Clinic

# Questions?

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