

CASE STUDY

Cooper University Health Care protects patient privacy and preserves patient trust with Imprivata

Imprivata solutions safeguard PHI, improve HIPAA compliance, and simplify operations

**CHALLENGE**

- Eliminate inefficient and risky password-based authentication methods
- Enable secure access for remote users, vendors, and contractors
- Improve patient privacy monitoring and HIPAA compliance

SOLUTION

- Imprivata Enterprise Access Management provides fast and secure access from inside and outside the hospital
- Imprivata Patient Privacy Intelligence automatically identifies potential privacy infringements
- Imprivata Drug Diversion Intelligence spots anomalous behavior
- Imprivata Managed Services streamlines investigations

RESULTS

- No Click Access™ reduces user frustration, password fatigue, and risky workarounds
- Multifactor authentication ensures secure remote access for all users and systems; blocks 90% of credential phishing attacks
- Intelligent patient privacy monitoring accelerates discoveries and improves compliance
- Managed services free up Cooper staff to focus on other activities; reduces auditing, investigation, and reporting efforts by 49% compared to customers without managed services



Overview

Cooper University Health Care is the leading academic health system in southern New Jersey that provides access to primary, specialty, tertiary, and urgent care, all within one complete health system. Cooper has more than 9,500 employees, including 900+ physicians practicing in more than 75 specialties.

For more than 135 years, Cooper has been committed to providing expert, compassionate care. Today, a growing number of people trust Cooper as their first choice for health care. Cooper receives more than 2 million patient visits annually.

Since 2008, Cooper has relied on Imprivata digital identity solutions to protect patient privacy and instill patient trust. Imprivata solutions help Cooper safeguard PHI, improve HIPAA compliance, and eliminate ineffective manual privacy monitoring processes.

Challenge: Protecting patient privacy and data security

Cooper believes protecting patient privacy is fundamental for maintaining patient trust. "Protecting our patients' data is as important to Cooper as providing quality care," explains Phil Curran, Chief Information Security Officer and Chief Privacy Officer for Cooper. "The data that our patients are trusting us with is the most sensitive data in their lives. It's not just their Social Security number or home address. It's their medical history. So, they are trusting us to keep that data private and secure."

Safeguarding patient privacy – controlling access to clinical applications and confidential data, identifying and resolving privacy infringements, and supporting regulatory requirements and compliance audits – is a challenge for many healthcare organizations. Disjointed user authentication solutions can frustrate clinicians, disrupt clinical workflows, and lead to risky workarounds and data leakage. Additionally, manually intensive privacy monitoring processes can squander time and resources, conceal potential compliance violations, and hinder investigations.

"I rely on Imprivata Patient Privacy Intelligence and Managed Services. They are an extension of my privacy team. We could not do what we do without them."

Phil Curran
CISO & CPO
Cooper University Health Care

Solution: Imprivata solutions safeguard PHI, improve visibility, and streamline operations

Cooper uses a variety of Imprivata solutions to strengthen digital identity security, automate operations, and improve privacy insights and compliance. Cooper uses Imprivata Enterprise Access Management to provide clinicians fast and secure access to a variety of electronic healthcare applications and systems from inside and outside the hospital. Cooper also uses Imprivata Patient Privacy Intelligence, Imprivata Drug Diversion Intelligence, and Imprivata Managed Services to increase visibility, eliminate inefficient manual processes, and accelerate discoveries and investigations.

Imprivata digital identity solutions are used at Cooper University Hospital, three urgent care centers, and more than 100 outpatient offices, protecting the privacy of over 1 million patient records, while providing secure access for over 10,000 users. “I am very satisfied with the Imprivata products,” explains Curran. “We use them on a daily basis, and we very rarely have any issues or concerns with the way the products work.”

Results: Better clinician experiences, strong data security, better privacy insights

Imprivata Enterprise Access Management (EAM) helps Cooper control access to electronic healthcare applications without incumbering clinicians or disrupting clinical workflows. “Some of our users need to access up to 20 applications per day to do their job. And remembering the different passwords was always a challenge,” recalls Curran. EAM provides fast, No Click Access™ to clinical applications, eliminating password fatigue, clinician frustration, and risky practices like credential sharing.

The EAM multifactor authentication functionality provides an additional layer of security, tightly controlling access to all Cooper applications, including clinical and non-clinical, from outside the hospital. “Anyone who wants to access any Cooper system remotely,

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The solution also ensured Cooper was fully prepared for the influx of remote users at the onset of the COVID pandemic. "With Imprivata Enterprise Access Management in place we didn't need to do anything when COVID happened," recalls Curran. "We didn't need to change processes, procedures – anything for remote access security."

Imprivata Patent Privacy Intelligence proactively monitors and analyzes EHR system activity, helping the Cooper privacy team efficiently identify suspicious behavior and improve HIPAA compliance. "Our Epic system generates hundreds of thousands of audit trail records a day," explains Curran. "Prior to Imprivata Patient Privacy Intelligence, we were reviewing them manually and weren't having much success." Imprivata Patient Privacy Intelligence uses artificial intelligence and behavioral analytics to automatically detect snooping, inappropriate record modification, data exfiltration, and other unusual activity symptomatic of data compromise, theft, and abuse. The solution eliminates resource intensive, time-consuming processes, providing at-a-glance dashboards, real-time alerts, and historical reports summarizing and detailing potential privacy issues.

Cooper takes advantage of Imprivata Managed Services to save additional time and effort. The Imprivata managed service offering streamlines privacy monitoring, auditing, and investigations. A dedicated Imprivata privacy analyst acts as the first line of investigation for the Cooper privacy team, identifying and narrowing down potential privacy concerns on their behalf. Imprivata Managed Services reduces internal auditing, investigation, and reporting efforts by 49% compared to Imprivata Patient Privacy Intelligence customers that don't use Managed Services. "I rely on Imprivata Patient Privacy Intelligence and Managed Services," says Curran. "They are an extension of my privacy team. We could not do what we do without them."

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Imprivata delivers simple and secure access management solutions for healthcare and other mission-critical industries to ensure every second of crucial work is both frictionless and secure. The Imprivata platform of innovative, interoperable access management and privileged access security solutions enables organizations to fully manage and secure all enterprise and third-party identities to facilitate seamless user access, protect against internal and external security threats, and reduce total cost of ownership.

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