Imprivata helps Tampa General Hospital protect patient privacy and improve compliance

AI-powered solution increases visibility and streamlines investigations

TGH Tampa General Hospital®

Challenge

- Improve HIPAA data privacy compliance for 7.8 billion patient records

Solution

- Imprivata Patient Privacy Intelligence uses AI and ML to automatically detect and narrow-down suspicious behavior

Results

- 30% fewer investigations per month compared to peers
- 55% fewer confirmed incidents per month compared to peers
- 25% higher ratio of suspicious activity to confirmed incidents compared to peers (fewer false positives)

Organization snapshot

| LOCATION	EMPLOYEES	BEDS
Florida	8,500+	1,000+

"Imprivata Patient Privacy Intelligence lets us monitor and analyze EHR access at scale. The solution filters out the noise and helps us focus our investigations."

– Alex Maceira, Senior Compliance Specialist, Tampa General Hospital

Tampa General Hospital (TGH) uses Imprivata Patient Privacy Intelligence to safeguard PHI, improve HIPAA compliance, and simplify operations. The Imprivata solution intelligently analyzes **7.8 billion patient records,** automatically identifying anomalous behavior and suspicious activity. Imprivata Patient Privacy Intelligence eliminates manually intensive, time-consuming processes, dramatically simplifying and accelerating discoveries and investigations. A single TGH compliance specialist monitors the activity of over **10,000 EHR system users.**

Challenge: protecting patient privacy at scale

TGH is one of the largest hospitals in Florida, with more than 1,000 beds, serving a population of over 4 million people. More than 10,000 users, including clinicians, residents, volunteers, students, contractors, and other individuals all access the hospital's Epic EHR systems. Monitoring patient privacy in such a large and diverse environment can be a daunting proposition, which is why Imprivata Patient Privacy Intelligence has been so beneficial.
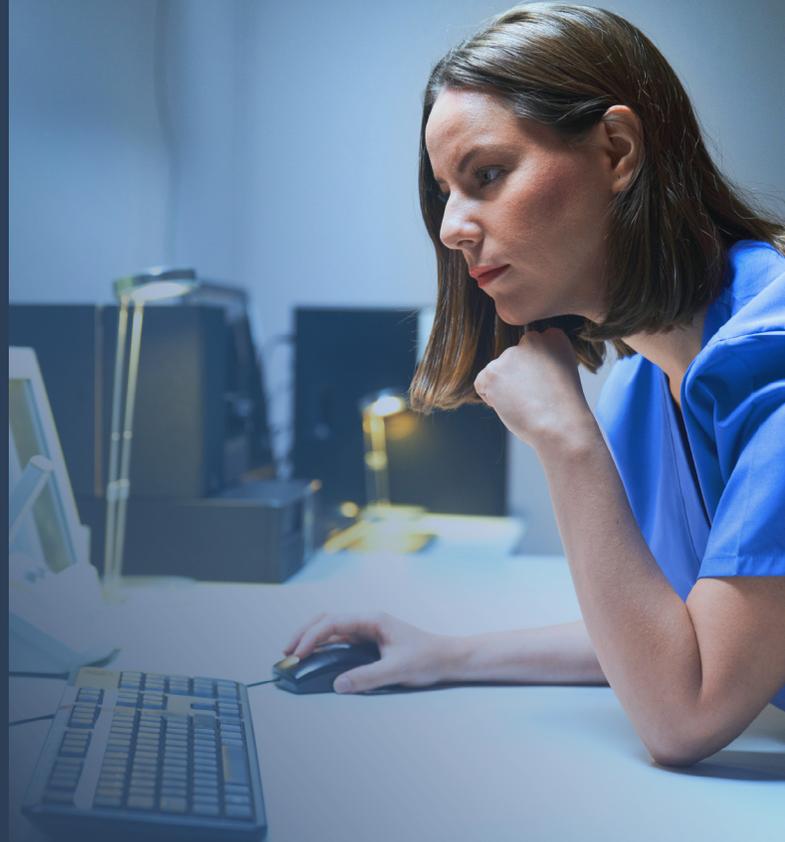
Solution: Imprivata Patient Privacy Intelligence analyzes PHI access at scale

Working with Imprivata Patient Privacy Intelligence has enabled TGH to improve visibility, streamline operations, and reduce risk. The full lifecycle privacy monitoring platform uses artificial intelligence (AI) through a combination of rule-based learning, machine learning (ML), and behavioral analytics to automatically detect snooping, inappropriate record modification, data exfiltration, and other abnormal activity symptomatic of PHI theft and abuse. "Imprivata Patient Privacy Intelligence lets us monitor and analyze EHR access at scale," explains Alex Maceira, Senior Compliance Specialist for TGH. "The solution filters out the noise and helps us focus our investigations." The Imprivata solution saves time and effort, freeing up valuable contributors to focus on more strategic activities.

Imprivata Patient Privacy Intelligence provides unprecedented insights into user behavior, exposing potentially risky workflows. The solution helps the compliance team raise awareness and foster a privacy-oriented culture. "We use the information we get from Imprivata to educate users, build relationships, and improve compliance," explains Nancy O'Neill, Sr. Director of Corporate Compliance and Privacy Chief Compliance & Privacy Officer at TGH. "It helps create a positive work environment where we focus on training and process improvements, rather than punitive actions."

And the training and workflow improvements appear to pay off. Imprivata benchmarks reveal TGH experiences 55% fewer compliance incidents per month compared to industry peers.

Artificial intelligence through rules-based and machine learning streamlines investigations

TGH uses Imprivata Patient Privacy Intelligence to automatically identify known indicators of PHI theft and abuse based on administratively defined policies. "We have rules in place to generate alerts when certain well-understood events occur, like if we see unusually high access to demographic information or deceased-patient records," points out Maceira. Rules-Based Enforced Policies make it easy for TGH to flag known activity typically associated with common privacy violations like coworker snooping or VIP snooping.

The Imprivata solution also employs behavioral analytics, comparing live events to historical data, to detect anomalous activity and identify previously unknown threat indicators. The TGH specialist continuously provides feedback to help train the machine-learning model and fine-tune its analytics algorithms.

> **"About 17% of our suspicious alarms are AI-generated. Without behavioral analytics, these would all go undetected."**
>
> – Nancy O'Neill, Sr. Director of Corporate Compliance and Privacy Chief Compliance & Privacy Officer, Tampa General Hospital

Imprivata Patient Privacy Intelligence also uses AI to distill raw alerts into meaningful and actionable insights. The solution filters out false positives and weeds out inconsequential alerts, helping investigators concentrate on the issues that represent the greatest potential risk. On average, only one out of every 200 alerts leads to an investigation. As a result, TGH conducts 30% fewer investigations per month than industry peers, according to Imprivata benchmarks.

Managed service simplifies operations and frees up internal resources

TGH takes advantage of Imprivata Managed Services to accelerate time-to-value and streamline ongoing operations. The Imprivata Managed Services team acts as the first line of investigation, proactively reviewing and managing alerts on behalf of TGH, helping the TGH compliance team to save even more time and effort. "The vast majority of alerts are examined and cleared out by the Imprivata team, which makes our life much easier," explains Maceira. "We only get involved with unusual alerts that require further investigation."

Results: improved compliance, reduced risk, increased patient trust

Imprivata Patient Privacy Intelligence helps Tampa General Hospital protect patient data, simplify investigations, and improve HIPAA compliance. The solution helps TGH automate operations, avoid costly fines and lawsuits, and improve patient trust.

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