

Why two-factor authentication matters

Healthcare continues to be victimized by large-scale, high-profile data breaches. And hackers are employing increasingly targeted and sophisticated techniques to gain access to patient records and other sensitive data.

Two-factor authentication can help ensure the security of healthcare organizations by combatting the threats that accompany digitization.

Cyberattacks in healthcare – by the numbers

Data breaches in healthcare are more common than you might think. Or than you want to think about.



90%
of healthcare organizations had a data breach in the past two years



5+
And half of those had more than **five data breaches** in the past two years

Those data breaches can come from lots of places – including from poor password strategies.



81%
of data breaches involve weak and/or stolen passwords



Phishing attacks are the **#1** security challenge for healthcare

Phishing and other attacks on healthcare organizations have a real impact on operations and security of an enterprise – and patient data.



More than **113 million** patient records were impacted in 2015

And on top of the costs associated with stalled operations and weak security, getting breached itself carries great financial risk.

The average cost of a data breach is **\$2.2 m**



Your protection against hackers

Two-factor authentication

Two-factor authentication can help combat phishing, and other attacks, to improve security and safeguard against unauthorized access to patient records and other sensitive information.

65%

of all cybersecurity attacks could have been prevented with multifactor authentication

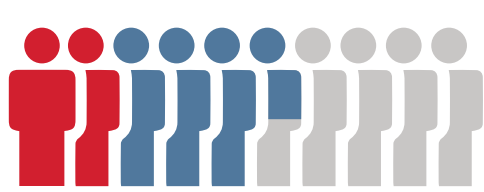


And yet...

Only

45%

of organizations use it today



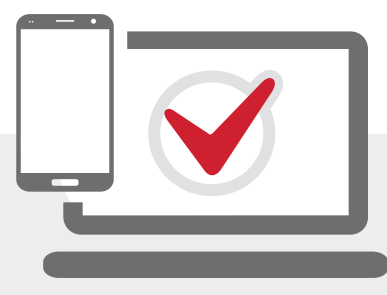
20%

of healthcare organizations say that they're not even looking to implement two-factor authentication

So why isn't multifactor authentication more widely implemented? Despite multifactor authentication being a critical part of a security strategy, some healthcare organizations are hesitant to add another layer of security for fear of disrupting clinical workflows and frustrating end users.

Authentication made simple

Purpose-built for healthcare, Imprivata Confirm ID balances security and convenience, which makes security invisible. To find out more, visit www.imprivata.com/multifactor-authentication



Ponemon's Sixth Annual Benchmark Study on Privacy & Security of Healthcare Data.

<http://www.verizonenterprise.com/verizon-insights-lab/dbir/2017/>

<https://www.healthdatamanagement.com/news/phishing-attacks-top-security-challenge-for-healthcare>

<https://dashboard.healthit.gov/quickstats/pages/breaches-protected-health-information.php>

<https://www.healthitoutcomes.com/doc/cybersecurity-and-healthcare-a-forecast-for-0001>

<https://www2.deloitte.com/content/dam/Deloitte/us/Documents/public-sector/us-federal-cyber-mfa-pov.pdf>

Two-factor authentication in healthcare survey; Imprivata; August 2017

<https://www.protenus.com/blog/hacking-incidents-are-quickly-discovered-while-insiders-go-unnoticed>

Cost of data breaches climbs to \$4 million as healthcare incidents are most expensive, Ponemon finds see here:

<http://www.healthcareitnews.com/news/cost-data-breaches-climbs-4-million-healthcare-events-most-expensive-ponemon-finds>