

# 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.

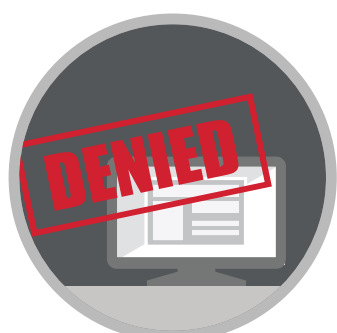
The average cost of a data breach is **\$2.2 m**

## Your protection against hackers

### Two-factor authentication

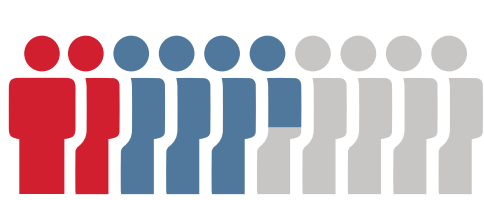
Two-factor authentication can help combat phishing, and other attacks, to improve security and safeguard against unauthorized access to patient records and other sensitive information.

**65%** of all cybersecurity attacks could have been prevented with multifactor authentication



And yet...

Only **45%** of organizations use it today

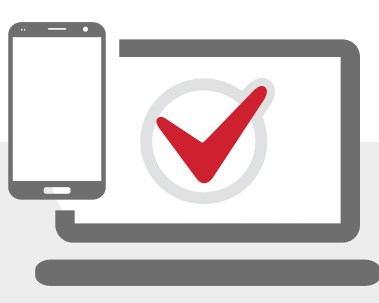


**20%** of healthcare organizations say that they're not even looking to implement two-factor authentication

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](http://www.imprivata.com/multifactor-authentication)



Ponemon's Sixth Annual Benchmark Study on Privacy & Security of Healthcare Data.  
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Cost of data breaches climbs to \$4 million in healthcare events most expensive-ponemon-finds  
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