



# HP HEALTHCARE: PROTECTING PATIENT-FIRST PRIVACY AND SECURITY



With a wealth of sensitive patient data to process and store, healthcare organizations have always been a major target for security and privacy risks. But the COVID-19 pandemic has brought new challenges as hybrid care, such as hospital-at-home programs and telehealth, grows and work-from-home for some is now the new normal.

HP IDENTIFIES THE RISKS AND WHERE HEALTHCARE'S PRIVACY AND SECURITY FOCUS SHOULD BE:



## WHERE PRIVACY AND SECURITY RISKS NOW STAND



**600% increase in malicious emails** across the globe, according to a global warning issued by the United Nations disarmament chief.<sup>1</sup>



**More than 45% increase in global cybersecurity attacks** targeting healthcare organizations during the pandemic - nearly double the overall increase in cyberattacks across all industry sectors seen worldwide at the same time.<sup>2</sup>



**\$13 million is the average cost of a security breach**, including technology expenses for recovering lost data, fixing network security issues, regulatory fines, civil actions or other costs associated with the loss of patient data.<sup>3</sup>

HP researches the latest transformations in security practices and hacking and attack techniques around the world to educate and support customers with world-class cybersecurity practices and insights.



## WHAT CURRENT CYBERSECURITY RESEARCH SHOWS

**79%**

**of IT decision makers** (ITDMs) report rebuild rates have grown.<sup>4</sup>

**77%**

**of IT decision makers** say triaging alerts is more time-consuming.<sup>5</sup>

**70%**

**of work staff** who click on suspicious links didn't report it to IT.<sup>6</sup>

**68%**

**who purchased devices to support work from home** say security wasn't a major consideration.<sup>7</sup>

TO BOLSTER PRIVACY AND SECURITY, HP HEALTHCARE SUGGESTS THESE TOP AREAS FOR IMPROVEMENT:



**Protecting devices from theft and malicious activity, including visual hacking**, in a public environment - with patients, clinicians, staff, visitors and vendors coming and going - risk is high. HP printers, for example, feature security protocols that must be followed before a document can be viewed or retrieved.



**Protecting electronic medical records (EMRs)**. Organizations must ensure the EMR is working at all times to give authorized staff access to the information they need quickly. It's time to close security gaps with advanced device technology to ensure privacy and security and to mitigate the risks of patient-care disruption.



**Securing devices, protecting patient medical information and financial data - for both onsite and offsite staff**. Overcoming challenges in the currently stressed healthcare environment requires changes to many facets of healthcare operations, including the need to alter workflow processes.

See how New Community Stroke and Rehabilitation Center strengthens security and privacy with HP's leading print and digital technology [here](#).

**9 in 10 IT decision makers** believe endpoint security has become as important as network security.<sup>8</sup> Clinicians need technology that ensures high-quality patient care without interruption at the bedside and other places where they deliver treatment.



TO HELP ENSURE PATIENT PRIVACY AND PROTECT DATA, HP RECOMMENDS THESE SOLUTIONS:



**Adopting strong, secure, zero-trust log-in and authentication technologies and minimizing visual hacking.**

**HP Sure View<sup>9</sup>** activates an integrated privacy screen to protect confidential information from unauthorized snooping.

**HP Sure Admin<sup>10</sup>** gives you centralized protection of private keys used to authorize remote management and location access. It can prevent a large-scale attack by eliminating the need for traditional passwords.

**HP Security Manager<sup>11</sup>** efficiently deploys and automatically monitors that actively by applying a single security policy across your fleet that delivers privacy and compliance with your defined security policies. Certificates are vital to protecting the flow of patient information to and from your devices. HP Security Manager's latest innovation streamlines this process by deploying unique identity certificates across your fleet, continuously monitoring them to ensure they remain valid and automatically replacing revoked or expired certificates.



**Utilizing artificial intelligence (AI) algorithms to streamline network monitoring and management.**

**HP Sure Sense<sup>12</sup>** prevents never-before-seen malware by harnessing the power of artificial intelligence. Powered by mature behavioral analysis, AI/deep learning and more, it provides industry-leading protection with exceptionally high detection rates.



**Strengthening your organization's cyber resilience to protect patient data from all angles.**

**HP Sure Run<sup>13</sup>** is hardware enforced by the HP Endpoint Security Controller, making it more secure than software alone. Operating continuously, monitoring critical services, processes and settings, HP Sure Run detects or restores applications to their original state. HP Endpoint Security Controller maintains a cryptographically secure link with HP Sure Run. If malware interferes with HP Sure Run, the hardware recognizes it and can respond to ensure HP Sure Run remains running.

**HP Print Security Advisory Services** credentialed cybersecurity experts can assess your vulnerabilities and compliance needs, then build a robust security plan to help secure your IoT devices and data.

### Why strong privacy and security solutions are more important than ever before

Healthcare organizations plan to support hybrid care delivery models into the future. Implementing strategies that strengthen cyber resilience and response to cybersecurity threats is crucial to patient care.



Explore the security and privacy solutions that really matter. Learn more at [HP.com](#).



**HIMSS**

#### About HP

HP is reinventing solutions to connect human intuition, compassion and knowledge for the next generation.

HP healthcare technology solutions empower hybrid, connected teams to provide patient-first personalized care. At HP, the mission is to provide healthcare solutions that are designed with clinicians and patients at the center of every innovation, providing uncompromised healthcare-grade safety, while addressing the urgent need to boost clinical efficiency through seamless care coordination and reducing the surging healthcare security risks. Learn more at [HP.com](#).

#### Sources

- 1 Associated Press. 2020. *UN warns cybercrime on rise during pandemic*. Accessed 10 December 2021. <https://apnews.com/article/technology-asia-pacific-latin-america-africa-cybercrime-6b06af571d96e25334d8a06cf999e71>.
- 2 Check Point. 2020. *Attacks targeting healthcare organizations spike globally as COVID-19 cases rise again*. Check Point Blog. Accessed 10 December 2021. <https://blog.checkpoint.com/2021/01/05/attacks-targeting-healthcare-organizations-spike-globally-as-covid-19-cases-rise-again/>.
- 3 Accenture and the Ponemon Institute. 2019. *2019 Cost of Cybercrime Study*. Accessed 10 December 2021. <https://www.accenture.com/us-en/insights/security/cost-of-cybercrime-study>.
- 4 HP Wolf Security. 2021. *Out of sight & out of mind report*. [https://threatresearch.ext.hp.com/wp-content/uploads/2021/10/HP\\_Wolf\\_Security\\_Out\\_of\\_Sight\\_Report.pdf](https://threatresearch.ext.hp.com/wp-content/uploads/2021/10/HP_Wolf_Security_Out_of_Sight_Report.pdf).
- 5 Ibid. HP Wolf Security. 2021. *Out of sight & out of mind report*.
- 6 Ibid. HP Wolf Security. 2021. *Out of sight & out of mind report*.
- 7 HP Wolf Security. 2021. *Blurred Lines and blind spots*. [https://threatresearch.ext.hp.com/wp-content/uploads/2021/05/BPS\\_Wolf\\_Security-Blurred-Lines-Report.pdf](https://threatresearch.ext.hp.com/wp-content/uploads/2021/05/BPS_Wolf_Security-Blurred-Lines-Report.pdf).
- 8 Ibid. HP Wolf Security. 2021. *Blurred Lines and blind spots*.
- 9 HP Sure View is an optional feature, available on select HP PCs only, must be configured at purchase and functions in landscape orientation.
- 10 HP Sure Admin is available on select HP PCs and requires HP Manageability Integration Kit from <http://www.hp.com/go/clientmanagement> and HP Sure Admin Local Access Authenticator or smartphone app for the Android or Apple store.
- 11 HP Client Security Manager requires Windows and is available on select HP PCs. HP Security Manager must be purchased separately. For details, see <http.com/go/securitymanager>.
- 12 HP Sure Sense is available on select HP PCs and is not available with Windows 10 Home.
- 13 HP Sure Run is available on select Windows 10 based HP Pro, Elite and Workstation PCs with Intel® or AMD processors.