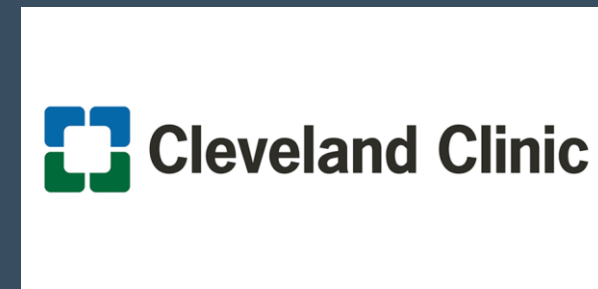


The Cyber Value Proposition

Cybersecurity's Rise From of Mom's Basement



US Healthcare Is In Trouble

Per Capita Spending On Us Healthcare Is

2X

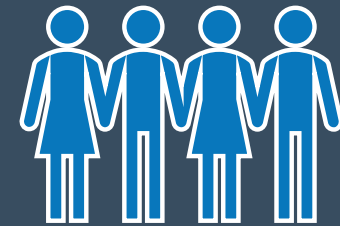
The Average Of Other Wealthy Countries

	Similarly Wealthy Countries Average	\$6,414
	United States	\$12,555
	Switzerland	\$8,049
	Germany	\$8,011
	Netherlands	\$7,358
	Belgium	\$6,600
	Australia	\$6,596
	France	\$6,517
	Sweden	\$6,438
	Canada	\$6,319
	Ireland	\$6,047
	U.K.	\$5,493
	Japan	\$5,251
	Italy	\$4,291

5 Generations

In Today's Workforce

(Bureau of Labor Statistics)



1 In Every 5

US Employees Will Retire In The Coming Decade

(Bureau of Labor Statistics)

US Healthcare Is In Trouble

...And Cybersecurity Is A Leading Stressor

Healthcare Is The Top
Industry Payer Of
Ransom

\$2.2
MM

Average Single Payment
(Poneman Institute)

88%

Humans Are The Chief Cause
Of Security Incidents
(Cyber Crime Magazine)

\$1,000

Healthcare Data Is Also The Most Valuable
Type Of Data On The Black Market, With A
Single Medical Record Selling For Up To
\$1,000


(Dark Reading)

The Average Healthcare
Data Breach Costs

\$9.41
MM

(IBM 2022 Cost of a Data
Breach Report)

Radical Adoption Of
Clinical & Operational Emerging
Technologies Is No Longer
“Not an Option”



Cybersecurity Must Be Received As A Strategic Partner

...We have work to do



Time for a Cyber Makeover

From This



To This



Communication Models: The Ladder Of Inference

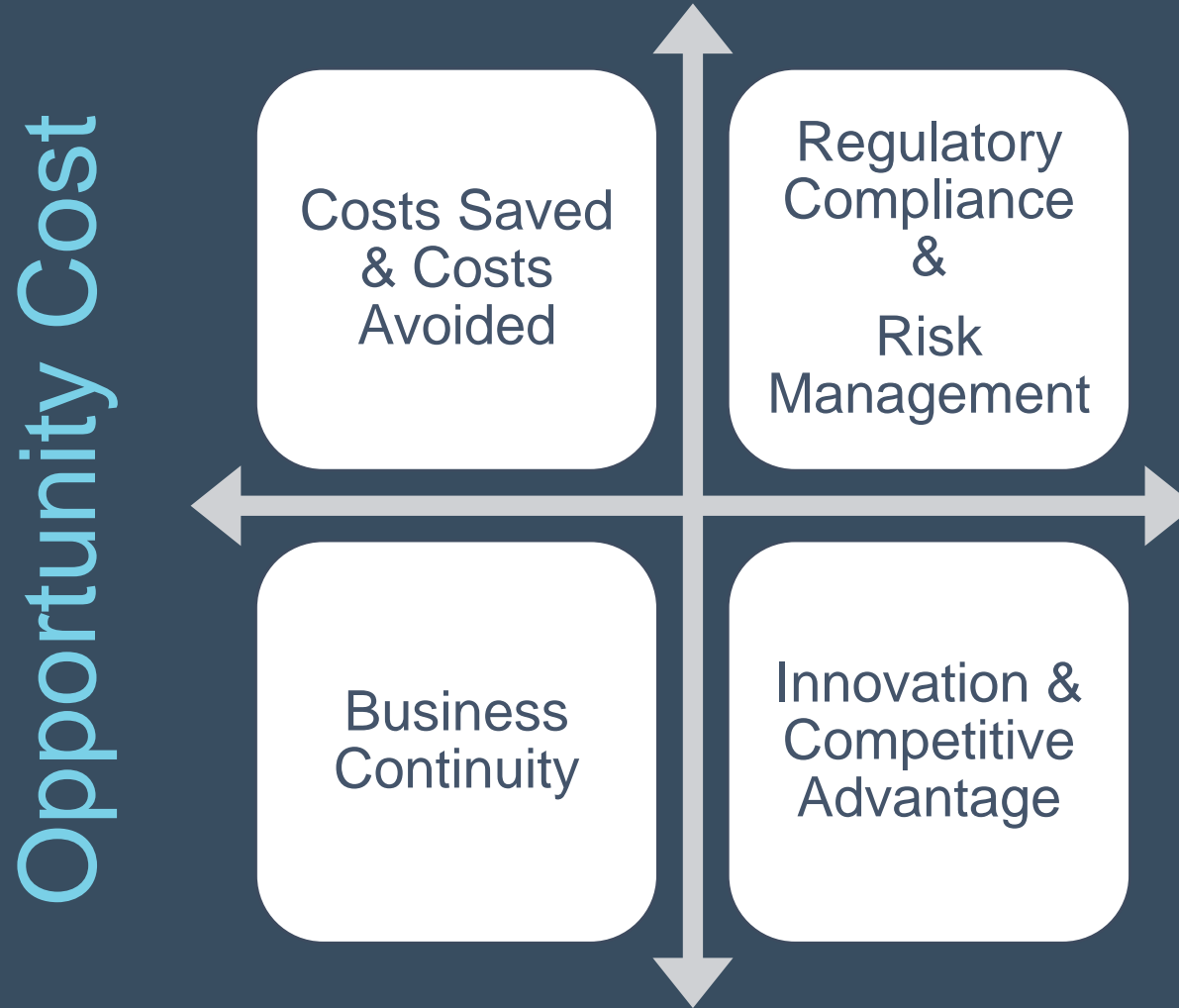


Communication Models: The Ladder Of Abstraction



Cybersecurity Value Proposition

Engaging Individuals



Cybersecurity Value Proposition: Engaging Clinical & Business Leaders

Gartner's 4I Model

Reliability of Business Operations

- Business process integrity: confidentiality, availability and accuracy
- Continuous improvement

Regulatory and Stakeholder Exposure

- Stakeholder support
- Increased accountability
- Compliance
- Improved awareness



Expected Return

- Expected financial return
- Brand enhancement
- Competitive differentiation
- Future agility

Risk Management

- Understanding of risk
- Appropriate risk mitigation

Creating A Cybersecurity Brand

Transforming End Users into
Friends of Cybersecurity:
Unleashing the Defense of Communication

Tracey Touma
Cybersecurity Business Liaison



Healthcare cyber threats
are increasing.

The impact to patients
goes beyond data theft.



Every second there are
**19 ransomware
attacks**



Successful attacks result in an
**average 20% system
downtime**



Cost of cyber-attacks in
healthcare is
\$6.2B



No access to
required meds

Lifesaving
surgery on hold

Implanted
device software
updates

Resulting in loss of
patient **Trust** and **Brand** damage



People

The biggest risk
or
best defense?

Cybersecurity Identity Use Cases

- Badge IN Badge OUT (Imprivata)
- Network to Epic UserID conversion



Badge IN Badge OUT

- In-patient vs Out-patient Clinical
- Shadowing
- Solution
- Communication
- Measuring Success



Network to EPIC UserID and Password

Step by Step instructions given

Automated Process

The WHY was communicated

Opportunity –
(not understanding
the keystrokes and
timing and fear)

Sample of Communication - Convert Now: ClevelandClinic.org/EpicLoginIntegration

Follow the prompts at
clevelandclinic.org/EpicLoginIntegration

- You will need to enter your network login credentials (**the same username and password to access your ccf.org email**) and Epic-specific User ID
- That's it!

Activate Epic Active Directory Login

Instructions

Complete this form to activate single sign on (SSO) for your Epic login. This will transition your Epic login to the username and password you use for your ccf.org email.

Please note:

- Once SSO is enabled, updating your network password will automatically update your Epic password
- If you are locked out of your Epic account and need assistance resetting your password, follow the password reset process
- All other changes made to your AD network account will automatically update in Epic and vice-versa

Enter the requested information below and click **Submit**.

If for some reason the website is unable to verify your information, click the red **Submit an IT Support Request** button to report an issue.

Network Login
Enter your Network ID and Password (the same info you use for your email)

Username ← 1
(e.g. 'doej2')

Password ← 2

Epic User ID
Enter your Epic User ID

Epic User ID ← 3 (e.g. u123456)

4

Collaboration

- Shadowing
- Hearing the VOICE of the customer
- Empathy and Understanding



Feedback

- Listening to the feedback
- Willing to pivot and change the process
- Open to hearing and receiving the information



Closing the Loop

- Going back to the business
- New Process identified
- Lessons learned
- Continuous Improvement



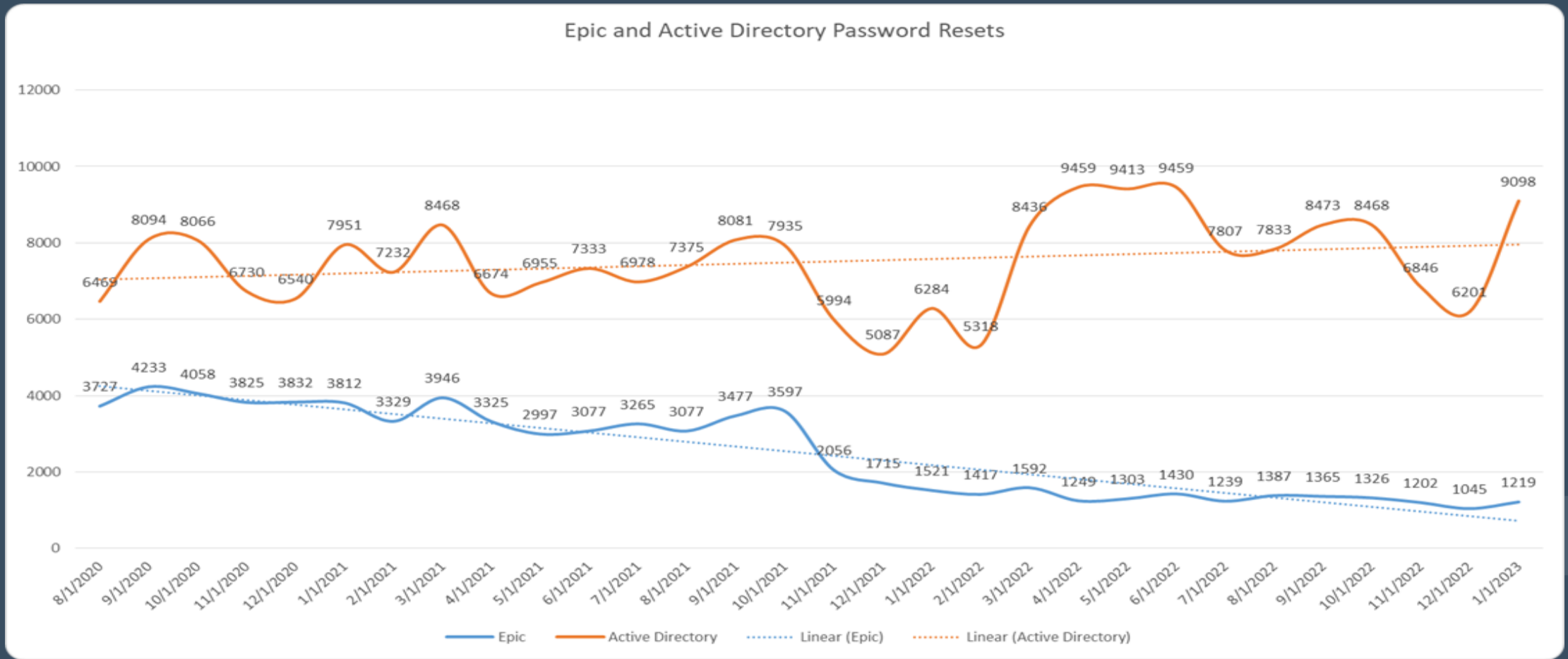
Metrics and ROI

- Password Resets
 - Call Volume to Service Desk
 - Caregivers on hold
 - Caregivers locked out
 - Password Fatigue
 - Caregiver satisfaction



This chart is a monthly view of Incidents with Epic keywords along with pw reset keywords taken by an agent. The active directory line is a summation of both Automation and agent.

Epic and Active Directory Password Resets



Friends of Cybersecurity vs. Champions



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Friends of Cybersecurity

- **Quarterly Updates**
- **Actions Needed**
- **Feedback**
- **Shadowing**



Goals



Collaboration & partnership



Listen for **actionable** details - -
Announcements



Increase **understanding** of
Cybersecurity



Strive for **meaningful**
leadership connections

Service Excellence: Culture

“For organizations
culture is destiny.”

Tony Hsieh

Our Values

What's important to us



Trust

Team Agreements

How we demonstrate it

Build trust through relationships and “warm handshakes,” not “hand-offs”



Compassion

Assume the positive intent - respectfully challenge each other's ideas.



Excellence

Bring issues forward proactively - don't suffer in silence

Outcomes

- Customer Survey
- Escalations to Senior Leadership
- Voice from the customer
- Friendships
- Collaboration
- Partnership





People

The biggest risk
or
best defense?

Questions & Answers

