

CASE STUDY



Regional health system

Upgrading to a superior MFA solution to ensure EPCS compliance, improve clinical workflows, and align with strategic identity and access management initiatives



ORGANIZATION SNAPSHOT

Regional health system

LOCATION

Eastern United States

INDUSTRY

Healthcare

HEALTHCARE STAFF

12,000

CHALLENGES

- Needed to quickly replace the missing identity proofing component of existing multifactor authentication (MFA) solution to be in full compliance with DEA requirements for electronic prescriptions for controlled substances (EPCS)
- Current MFA vendor lacked a strong understanding of healthcare IT and its challenges, while also providing inadequate support
- Lacked a strategic partner to help drive their identity and access management (IAM) initiatives into the future

RESULTS

- Comprehensive features of Imprivata Confirm ID® provided identity proofing capabilities to enable EPCS compliance and improved workflows
- Benefited from deep healthcare expertise and responsive support of Imprivata
- Vendor consolidation helped improve efficiencies and maximize the ROI of their solutions, saving over \$250,000
- The health system established a strategic, long-term partnership with Imprivata and a path to enhancing its next-level security posture



Multifactor authentication is an essential component of an identity and access management strategy. While many vendors offer MFA capabilities, very few can meet healthcare's specific and unique MFA requirements, such as EPCS. Here's a look at how one health system replaced its MFA solution with Imprivata Confirm ID to drive EPCS compliance, improve their security posture, and better support clinicians' ability to deliver quality care.

The challenge

Affiliated with a leading school of medicine and specialty institutions, the health system includes several hospitals, as well as medical centers and physician practices. The system leveraged Imprivata OneSign® enterprise single sign-on capabilities to help clinicians save valuable time logging in to and out of systems and applications. They had also been using a competitor's multifactor authentication solution for several years to support various workflows, including EPCS.

But then the above scenario was abruptly and dramatically disrupted. Just a few weeks prior to the effective date for a new state mandate requiring EPCS – and shortly before their Epic go-live for outpatient workflows – they learned they were missing a key piece of the puzzle. With no advance notice, their vendor suddenly dropped the health system's identity proofing capability needed for EPCS. As identity proofing is a DEA requirement for EPCS, this lack of functionality put the health system at serious risk of non-compliance.

At a crossroad

Responsible for day-to-day cybersecurity operations and identity management, the health system's former CISO found himself at a crossroad. He had to conduct a fast-track evaluation of the replacement options that would best meet their current and future needs. The experience with their current multifactor authentication vendor left him sharply focused on two opportunities: costs and consolidation.

“Sticker shock is obviously a big driver, and given the high-cost solution we were using, we needed to see if there was something with a better price tag,”

he notes. “In addition, our strategic plan has always been to take advantage of opportunities to consolidate applications and solutions when possible, to help simplify things and improve efficiencies, including ease of use.”

The health system CISO's due diligence included review of several leading multifactor authentication solutions. Weighing considerations including costs, capabilities, customer support – and the always top-of-mind strategic intent to consolidate vendors – he and his team reached a decision.

“ Imprivata brings the insight and experience to help us build a solutions roadmap for the future, moving toward a Zero Trust mode by leveraging the Imprivata digital identity framework. ”

– Health system CISO

The solution

As the health system CISO explains, “Our evaluation of the available solutions gave us a lot of good reasons to ‘rip the band aid off’ and make the move to Imprivata.” That decision took into account the comprehensive remote and on-premises capabilities of Imprivata Confirm ID to help clinicians securely and conveniently transact with patient health information. And for EPCS, in addition to identity proofing and multifactor authentication, it brought them logical access controls, reporting, and recordkeeping.

“**Imprivata is a healthcare-first organization with a strong pulse on the complexities of our industry and where things are headed.**”

– Health system CISO

Why Imprivata?

The health system CISO provided additional perspective on why Imprivata was the right choice to help them take best advantage of opportunities to further improve capabilities supporting enhanced security and user convenience.

- **Deep healthcare expertise** | “A healthcare-first organization with a strong pulse on the complexities of our industry and where things are headed.”
- **Partnership and support** | “Imprivata feels more like a partner than a vendor, providing responsive product team and managed services expertise and collaboration. They’re clearly invested in our success.”



- **Ease of doing business** | “One-stop shopping due to advantageous interoperability and integration capabilities, plus a portfolio of easy-to-use solutions.”
- **Technical competency** | “Imprivata’s agility and adaptability to change are big advantages, along with security assessment expertise, strong scalability, and industry relationships – especially with Epic.”
- **Building a strategic roadmap** | “Imprivata brings the insight and experience to help us build a solutions roadmap for the future, moving toward a Zero Trust mode by leveraging the Imprivata digital identity framework.”

An expedited transition

After making the decision to replace its MFA solution with Imprivata Confirm ID, the health system CISO focused on limiting disruption to clinicians. With that in mind, one of his key goals was to make sure the transition was as smooth as possible for them.

Timing was one of the biggest challenges in enrolling such a large volume of providers and other users. “We signed up 12,000 users in 45 days, and I don’t wear a cape,” reflected the health system CISO. “Anyone can do it with the proper planning and support.”

He stressed the importance of gaining buy-in and building trust throughout the process, which they did via hands-on enrollment fairs at virtually every provider location. The health system CISO also highlighted the value of “boots on the ground.” Those boots were filled by a dedicated service team focused on implementation and expedited troubleshooting. Along with members from his staff, it included Imprivata Professional Services support, as well as Imprivata clinical workflow representatives.

“The Imprivata team was very, very engaged with us, and gave us all the support we needed for success,” he notes. “They provided a great support model and worked closely with us to map out a plan for a smooth, expedited migration, while minimizing disruption to clinicians. I asked, ‘How soon can we move?’ and they made it happen, while also providing valuable perspective on what was next.”

“Imprivata gave us all the support we needed to get things done quickly and seamlessly. I asked, ‘How soon can we move?’ and they made it happen, while also providing valuable perspective on what was next. ”

– Health system CISO

The real litmus test was the ultimate buy-in and feedback received, especially from clinical staff at various levels. “They loved the Imprivata Confirm ID solution right out of the gate,” noted the health system CISO. “We had a very high adoption rate, and the feedback was extremely positive.”

Optimizing adoption: Lessons learned

The health system CISO and his team followed a winning playbook to accomplish expedited EPCS enrollment, while also ensuring strong adoption of Imprivata Confirm ID. This approach featured four pivotal steps:

1. Planning and preparation – conducting full vetting and testing with clinical partners
2. Enrollment roadshows – hands-on enrollment fairs including training and awareness, backed by a dedicated service team
3. Transparency and trust – providing clear documentation for clinicians to explain the logistics, as well as the benefits for them
4. Facilitating feedback – circling back to get a pulse from users on how things are working, and addressing opportunities for improvement

Creating opportunity in the midst of challenging circumstances driven by sudden change is no easy feat. But the health system was able to do that by deepening a partnership, bolstering their digital identity posture, and laying groundwork for a roadmap to future success.

IMPRIVATA CONFIRM ID KEY BENEFITS

A comprehensive identity and multifactor authentication solution, Imprivata Confirm ID enables users to transact with patient health information, while balancing security with convenience. It makes security invisible by replacing passwords with methods including hands-free, push token, and fingerprint authentication.

With Imprivata Confirm ID, health delivery organizations can centralize identity and multifactor authentication across all enterprise workflows, including:

- Remote access
- Cloud applications
- EPCS
- Medical devices
- Clinical workflows such as medication ordering, witness signing, and others



Imprivata, the digital identity company for healthcare, provides identity, authentication, and access management solutions that are purpose-built to solve healthcare's unique workflow, security, and compliance challenges.

For more information, please contact us at 1 781 674 2700
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