# Leading HDO improves compliance, boosts productivity, and increases patient trust with Imprivata

Imprivata FairWarning Patient Privacy Intelligence and Imprivata Managed Privacy Services reduce alert volumes by 90%, free up internal resources, and reduce risks

**imprivata**®

# Health Delivery Organization

**LOCATION**
Mid-Atlantic, USA

**INDUSTRY**
Healthcare

## CHALLENGE

- Improve patient privacy monitoring and HIPAA compliance

- Quickly detect and resolve potential data breach violations

## SOLUTION

- Imprivata Fair Warning Patient Privacy Intelligence automatically identifies potential privacy infractions

- Imprivata Managed Privacy Services streamlines investigations

## RESULTS

- Over 90% alert reduction, slashes time and resources spent investigating potential violations

- 1 FTE staff savings averts at least one full-time internal hire

- 55% fewer investigations compared to Imprivata customers without managed services

- Significant productivity gains allow privacy analysts to focus on strategic activities

- Increased insights, with unified visibility into Epic Microsoft 365, and Salesforce activity across 100+ locations

A major healthcare delivery organization (HDO) with 500,000+ health plan members and 20,000+ employees uses Imprivata digital identity solutions and managed services to protect patient privacy, improve HIPAA compliance, and instill patient trust.

The HDO is scattered across a large Mid-Atlantic state, with multiple large hospital campuses and 100+ smaller primary care and specialty clinic locations. Monitoring patient privacy across such a vast environment can be resource-intensive, error-prone, and fraught with risk. For over ten

years, the organization has used Imprivata FairWarning Patient Privacy Intelligence and Imprivata Managed Privacy Services to improve insights, safeguard protected health information (PHI), and avoid HIPAA violations.

Imprivata FairWarning Patient Privacy Intelligence eliminates manually-intensive, time-consuming processes by employing artificial intelligence (AI) and behavioral analytics to automatically identify suspicious activity across a variety of applications and systems including Epic, Microsoft 365, and Salesforce. Imprivata Managed Privacy Services help the HDO streamline investigations and free up internal resources.

## Challenge: Protecting patient privacy at scale

"Many healthcare organizations rely on manual processes to identify and investigate privacy issues," explains the HDO's chief privacy officer (CPO). "Everything is reactive and complaint driven. Privacy teams can spend weeks poring over logs trying to sort out a complaint. And unreported issues usually go unnoticed."

> **" Imprivata saves us at least one full-time hire. And we free up existing staff to focus on corrective actions and more strategic issues. "**
>
> **Chief Privacy Officer,** Mid-Atlantic

After evaluating several potential patient privacy monitoring solutions, the HDO selected Imprivata FairWarning Patient Privacy Intelligence and Imprivata Managed Privacy Services to protect patient privacy, improve compliance insights, and simplify operations.

## Solution: Imprivata improves visibility and streamlines operations

Imprivata FairWarning Patent Privacy Intelligence is a full lifecycle data protection platform that uses AI, machine learning, and behavioral analytics to automatically detect snooping, inappropriate record modification, data exfiltration, and other unusual activity symptomatic of data compromise, theft, and abuse. An integral component of the comprehensive Imprivata Digital Identity Framework for Healthcare, the solution proactively monitors and analyzes user activity in EHR systems and other applications, providing at-a-glance dashboards, real-time alerts, and historical reports for the HDO's privacy team. Imprivata FairWarning integrates with the HDO's existing case management

system, unifying operations and simplifying administration. The solution also integrates with the HDO's Workday HCM implementation so analysts can easily determine employee roles, reporting structures, and other organizational information when investigating data privacy issues.

The Imprivata Managed Privacy Services team helps the HDO's privacy team save time and effort while improving governance. A dedicated Imprivata privacy analyst acts as the first line of investigation for the team, researching and remediating privacy issues on their behalf.

## Results: Improved productivity, faster risk mitigation

Imprivata FairWarning Patent Privacy Intelligence lets the HDO's privacy team keep close watch on a variety of enterprise-wide applications – at scale. The solution centralizes privacy operations, providing uniform visibility into Epic and other ancillary EHR systems, Microsoft 365, and Salesforce. Imprivata FairWarning Patent Privacy Intelligence filters out false positives, weeds out extraneous alerts, and transforms raw data into meaningful and actionable insights, helping the privacy team accelerate discoveries, improve HIPAA compliance, and mitigate risk.

"Imprivata makes it easy for us to detect and address privacy violations before they turn into major problems," remarks the CPO. "We can spot an issue, and immediately start to educate users or adjust our processes so it doesn't happen again."

The Imprivata Managed Privacy Services analyst provides additional value by investigating and culling alerts for the HDO's privacy team. The Imprivata analyst reduces alert volumes by about 90%, distilling around 90 alerts per week to approximately 10, saving internal privacy analysts valuable time. The HDO conducts 55% fewer investigations per month compared to customers without Imprivata managed services. "Imprivata saves us at least one full-time hire," explains the CPO. "And we free up existing staff to focus on corrective actions and more strategic issues."

Imprivata helps the HDO address a variety of cybersecurity and risk management challenges beyond patient privacy. The organization relies on a number of additional Imprivata digital identity solutions including Imprivata FairWarning Drug Diversion Intelligence, Imprivata Confirm ID®, Imprivata OneSign®, Imprivata Privileged Access Management, and SecureLink Enterprise Access.

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
or visit us online at www.imprivata.com

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