



Vericept Healthcare Solution

Compliance and Intellectual Property Protection for the Healthcare Industry

Overview

Organizations within the healthcare industry have benefited significantly from the digitization of patient information that speeds medical information processing, payment processing and other efficiencies, providing increased margins and revenue. With this increased efficiency comes the increased burden of protecting sensitive digitized information from the risk of data loss. Government regulations and good business practices are driving the need to protect patient information, competitive intelligence, financial documents and business partnership plans. Specifically:

Health Insurance Portability and Accountability Act (HIPAA) –

This regulation establishes standards for the privacy of individually identifiable health information, including the adoption of clear privacy procedures for administrative, physical and technical safeguards that ensure integrity, availability and confidentiality for Protected Health Information (PHI). Although these rules have been established since 1996, the increased concern by patient and regulatory agencies has magnified the focus on compliance to the rule. Penalties for noncompliance can include a fine of \$100 per day for each unmet standard and up to \$25,000 per person, per year, per standard.

SB 1386 and Other State Regulations – If a healthcare organization conducts business in California or other states with privacy regulations, residents must be notified when personally identifiable information is exposed. Often these notices are picked up by the press, leading to damaging publicity, eroded patient loyalty and decreased stock prices.

Partner Programs – Hospital affiliations that enhance patient care and choice require the sharing of sensitive Personally Identifiable Information (PII) through initial and continuing business operations and patient care. Confidential data must be protected using policies established by both organizations to make sure the partnership is effective and the patient's interests and information are protected.

Trusted Employee Threats – Employees within a healthcare organization can pose the largest risk to sensitive information. Their access to data storage areas that may contain confidential data leaves information exposed to breaches, regardless of whether or not there is malicious intent.

The Vericept Solution to Prevent Healthcare Data Loss

Vericept is the only data loss prevention company that provides a comprehensive solution to define, identify and enforce the protection of sensitive information in motion, at rest and in use. Vericept's detection technology identifies sensitive information based on company policy while business operations continue in real time. Vericept allows healthcare organizations to decrease the costs of compliance by reducing the number of control processes, automating controls and generating the reports required by auditors. The Vericept solution protects against compliance violations, intellectual property loss and breaches of data, whether malicious or inadvertent.

Protection of Personal Health Information and Intellectual Property

The Vericept Data Loss Prevention solution enables companies to protect PHI, adhere to HIPAA standards and safeguard valuable intellectual property. Vericept's powerful content detection methodology defines, identifies and enforces company policy and protects information from accidental and malicious breaches. The patent-pending classification engine minimizes false positives and false negatives to provide the most accurate detection available in the market today.

Compliance Enforcement

The Vericept Data Loss Prevention solution has been engineered so that healthcare organizations can adhere to HIPAA standards and protect patient information. Vericept and the predefined HIPAA category analyze information to locate known and unknown HIPAA violations and offer healthcare organizations ease of use and accurate capture of these events.

Mitigating the Cost of Compliance

Effective controls are the key to maintaining and minimizing the cost of compliance. The Vericept Data Loss Prevention solution can automate HIPAA controls, resulting in a reduction in cost and human error. The Vericept Management Console allows organizations to set rules and policies for all information on a network. After rules have been created, Vericept monitors the use of sensitive information and automatically enforces company policy. This automatic enforcement not only enables compliance, but also can be scaled for training employees on company policy without human intervention.

Vericept Corporation

Vericept Corporation is the leading provider of comprehensive compliance and data loss prevention solutions. Vericept mitigates internal risk by providing enterprise-wide discovery, classification and loss prevention of the information exchanged inside and outside an organization. Vericept's patent-pending classification suite delivers the highest degree of accuracy and the lowest instance of false positive events available in the marketplace. Only Vericept offers comprehensive solutions for data at rest, data in motion and data in use at the endpoint, with visibility into and control of sensitive data across all forms of traffic, including email, webmail, IM, P2P and FTP. Vericept's technology is deployed in more than 750 organizations worldwide and protects billions of pieces of communication every day. Vericept is a privately held company with major operations in Waltham, Mass., and Denver, Colo.

*VERICEPT'S
COMPREHENSIVE
SOLUTION*

DEFINES



IDENTIFIES



ENFORCES



*THE PROTECTION
OF SENSITIVE
INFORMATION.*