

MASTERCARD® HEALTHCARE SOLUTIONS

# Healthcare CyberSecurity



mastercard.



## Holistic solutions built to protect the healthcare ecosystem

Securing health and payments data is a top priority for the healthcare industry. Mastercard, a data security leader, has the expertise and solutions to protect your patients and members, and your business.

Digital data is replacing time-consuming, error-prone, and costly paper records, delivering important information to all stakeholders in near real-time. But with the digitization of data comes an increase in the risk of data breaches, which have been rising 37% annually since 2009.<sup>1</sup> One primary cause is that many online portals rely on easily hackable static passwords to authenticate users.

Healthcare data is also increasingly targeted by hackers because they can get up to \$1,000 on the dark web for each stolen patient record.<sup>2</sup> Breaches are not only costly—the average cost to an organization per stolen record is \$429<sup>3</sup>—they are also damaging to reputations. While healthcare providers are targeted more frequently, the greatest number of medical records are breached at payers. Points of vulnerability include email (33% of breaches) and network servers (20%).<sup>4</sup>



## Protecting your data

Advanced technologies from Mastercard, leveraging behavioral analytics, biometrics, and risk assessments, can protect individuals and their information, health data, websites, mobile apps, and more.



## Fraudsters are increasingly targeting healthcare data

### Data breaches more frequent

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365 healthcare data breaches, involving 13.2 million records, were reported in 2018<sup>4</sup>

### Threats grow bigger

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32M

breached patient records in the first half of 2019—double the total for all of 2018<sup>5</sup>

### HSA accounts under attack

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\$51B

of HSA account balances are at risk, as fraudsters increasingly steal consumer data through digital channels<sup>6</sup>

### Industry ranks near bottom

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15<sup>th</sup>

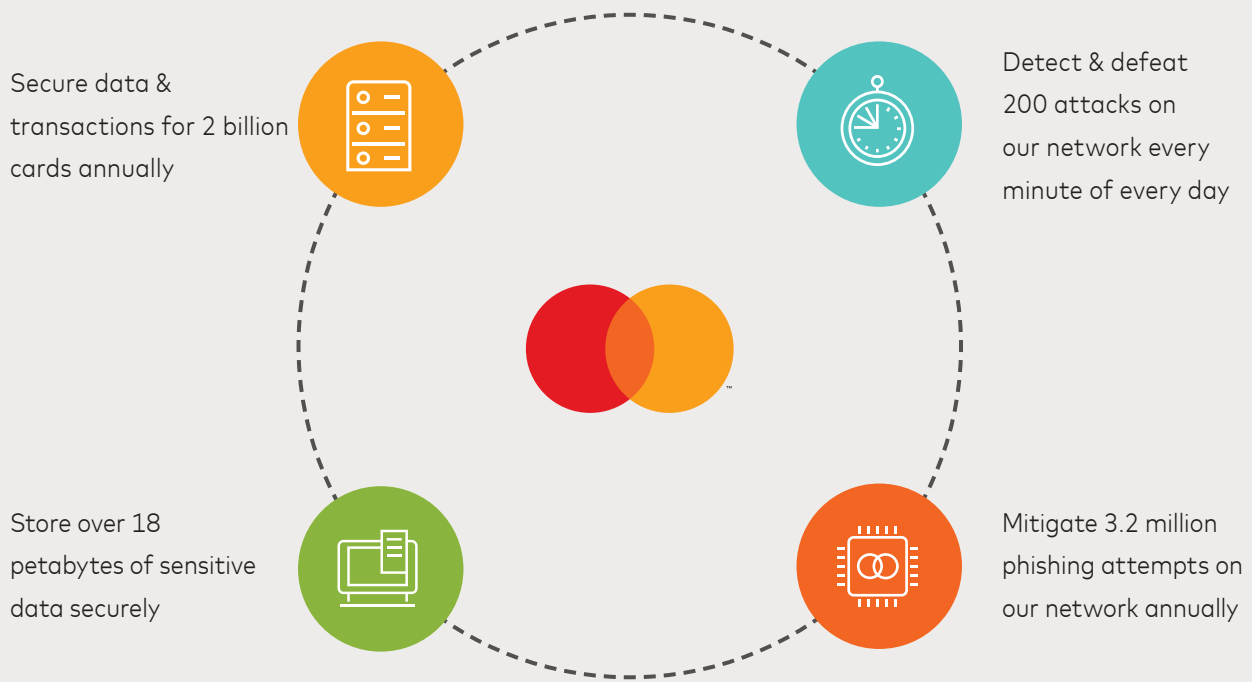
Healthcare ranks 15th in cybersecurity preparedness compared to 17 major U.S. industries<sup>7</sup>



Mastercard has been securing data, protecting personal information, and thwarting cyberattacks for decades

Mastercard knows that big data carries big responsibility. We have been securing personal, commercial, and payment data successfully for decades. The healthcare industry can benefit from Mastercard's suite of security solutions and expertise to protect financial, health, personal, and business information. Mastercard biometric solutions, for example, could help mitigate data breaches from web applications and privilege misuse, which account for 49% of all healthcare data breaches.<sup>8</sup>

SECURITY IS A CORE COMPETENCY



 Imagine being able to:



Secure mobile access to HSA accounts, call centers, and patient portals



Detect cybersecurity threats in real time to lower operational and investigative costs



Mitigate automated cyberattacks and data exposure on websites and mobile apps



Identify security and ID management gaps in your IT systems and processes



Reliably authenticate patients during new account enrollment



Automatically protect data based on type, user, recipient, or other parameters

**HOW BIOMETRICS WORK**

Leverage face, voice, and touch authentication to secure HSA accounts, call centers, and portals



1. Individual enters email address in portal



2. Individual authenticates in mobile app with face, voice, or touch



3. Individual is securely logged into portal



4. Embedded behavioral analytic tools detect online attacks

## ENDNOTES

- 1 HIPAA Journal, Analysis of 2018 Healthcare Data Breaches, Jan 2019 (2009–2018); ProtenuS 2019 Mid-year Breach Barometer (2019 forecast).
- 2 Experian, "Here's How Much Your Personal Information Is Selling for on the Dark Web," Dec 6, 2017.
- 3 IBM Security, Ponemon Institute, Cost of a Data Breach Report, 2019.
- 4 Data breaches of 500 or more records. HIPAA Journal, "Analysis of 2018 Healthcare Data Breaches," Jan 28, 2019.
- 5 ProtenuS 2019 Mid-year Breach Barometer.
- 6 Devenir, 2018 Midyear HSA Market Statistics & Trends, Aug 2018.
- 7 SecurityScorecard, 2018 Healthcare Cyber Security Report.
- 8 Verizon Data Breach Investigations Report 2019.



**Contact [healthcaresolutions@mastercard.com](mailto:healthcaresolutions@mastercard.com) to learn how Mastercard is bringing its expertise to healthcare.**

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