

# Data breaches and identity theft in the healthcare industry

The healthcare industry continues to be targeted by cyber criminals looking to steal patients' personal data. In order to get ahead of this growing threat, we work to keep healthcare institutions' data protected.



## Must-know data breach statistics for the healthcare industry

**572**

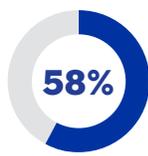
health data breaches reported to the U.S. Department of Health and Human (HHS), the media, or other sources in 2019<sup>1</sup>

**#2**

compared with other sectors, the healthcare industry experienced the second highest number of data breaches in 2019<sup>2</sup>

**41M+**

patient records were exposed by data breaches — the total number of affected patient records nearly tripled from 2018 to 2019<sup>1</sup>



of breaches were caused by hacking<sup>1</sup>

**\$10M**

is the amount a single data breach could cost a healthcare organization<sup>1</sup>



of breaches were caused by industry insiders<sup>1</sup>

## Take a closer look at some recent incidents

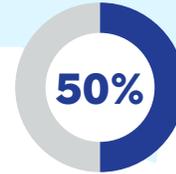
- In 2018, the American Medical Collection Agency experienced a data breach exposing data from multiple healthcare organizations, impacting 25 million patients (and counting)<sup>3</sup>
- Dominion National reported in 2019 that it discovered a hack exposing 2.96 million patients' medical benefits details and information about related healthcare providers<sup>3</sup>
- Inmediata Health Group experienced a security incident that exposed 1.57 million patients' demographic details, medical claims data and other personal information<sup>3</sup>

# Protect your employees, protect your business

Empower your employees with the protection they're looking for. High quality, valuable privacy protection improves public perception and trust. Plus, it may reduce the probability of litigation for your organization and increase your employees' security awareness and safety.



**76%** of Americans don't believe companies are doing their part to protect data<sup>4</sup>



**50%** of Americans say they don't know who to trust<sup>5</sup>

## Why choose Allstate Identity Protection

### Coverage designed with healthcare in mind

- As soon as coverage starts, we proactively monitor for misuse of compromised Personally Identifiable Information (PII), including name, address, date of birth, and Social Security number
- We monitor the dark web for information like National Provider Identifier (NPI) numbers, and alert members to suspicious activities
- If a problem is discovered, a dedicated advocate will guide and manage a member's full recovery process

## Best-in-class technology, innovation and expertise



**91.4**

Net Promoter Score (NPS)



**98%**

implementation satisfaction rate



**99%**

account management satisfaction rate



**99%**

client retention

- Comprehensive and ongoing administrative support
- Easy onboarding that includes comprehensive product education and a dedicated client relationship advisor
- Scalable and flexible payment models that minimize risk
- Expert customer service representatives based in the U.S.
- Accounts protected by two-factor authentication
- Proactive alerts that notify members on applications for credit cards, wireless carriers, utility accounts, and more
- Monitoring of high-risk identity activity such as password resets, fund transfers, unauthorized account access, compromised credentials, and more
- Tools to monitor and preserve a member's reputation across social networks
- A dedicated advocate to guide and manage a member's full recovery process
- Identity theft insurance to cover a member's lost wages, legal fees, medical records request fees, CPA fees, child care fees, and more<sup>†</sup>

## Ready to get started?

Contact us at [sales@infoarmor.com](mailto:sales@infoarmor.com)

<sup>1</sup> Protenus, "Breach Barometer," 2020

<sup>2</sup> Identity Theft Resource Center, "End-of-Year Data Breach Report," January 2020

<sup>3</sup> Health IT Security, "The 10 Biggest Healthcare Data Breaches of 2019, So Far," July, 2019

<sup>4</sup> Allstate Data Privacy and Consumer Expectations Survey

<sup>5</sup> Allstate Digital Safety Offering Study, MARA

<sup>†</sup> Identity theft insurance underwritten by insurance company subsidiaries or affiliates of Assurant. The description herein is a summary and intended for informational purposes only and does not include all terms, conditions and exclusions of the policies described. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.



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IDENTITY PROTECTION