



mhca's e-Newsletter

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First, Do No Harm: The Cyber Risk to Healthcare

A guest article from Allison Nordenbrock

“First, do no harm.” When doctors take the Hippocratic oath, they are likely imagining a patient on the operating table and ethical dilemmas in how they best treat their patients, not the potential harm that hackers could cause to the well-being of their patients’ finances or privacy.

Cybersecurity has become an omnipresent concern in the eyes of industries across the board. From manufacturing companies to educational institutions, no one is fully protected from cyber threats.

The healthcare industry, in particular, is rapidly becoming the target for many malicious actors – with ransomware becoming an especially growing concern. Regulations like HIPAA and PCI help healthcare organizations protect their patients’ information; but unfortunately, regulation isn’t enough to combat malicious activities. For organizations to protect their patient data, their own data and the integrity of their digital assets overall, they must stay vigilant and up to date on the newest security practices to ensure the welfare of their patients.

The implications of a cyber attack on a behavioral health organization could not only affect the financial stability of the organization, but the release of sensitive documents in targeted attacks could also affect the lives of the patients. The relationship between behavioral health organizations and their patients is a bond that can take years to build, but one that could be brought down in mere minutes with the disclosure of personal information – leading to discreditation among communities and the loss of both patients and professionals.

Ron Pelletier, Founder of Pondurance, will provide insights on these growing threats during his presentation at **mhca**'s Summer Conference in Salt Lake City; but until then, here are his biggest tips for protecting your organization from these bad actors.

Awareness Training

According to the 2018 Verizon Data Breach Investigation Report, 75% of bad actors' intentions are financial, and 56% of threat actors are inside of the organization. This doesn't mean that all of your team members are out for revenge, but proper training ahead of time can stop your computer users from clicking on malicious email links or downloading virus-containing software onto your devices. Programs like KnowB4 can help train your employees on what risky links and malicious emails look like to make everyone within your organization a security advocate. To ensure that employees are retaining this knowledge, organizations can conduct penetration and social engineering tests that will test their security savviness.

Using Trusted Partners

As the healthcare and technology industries continue to join forces to create new and exciting innovations, cracks in privacy are bound to occur. When letting new technologies and applications into your organization's environment, it's imperative to make sure that they have been fully tested and are maintaining a strong security posture. Even if your organization is completely buttoned up in their security practices, one awry application, an unpatched system, or a technical configuration error, could lead your organization into an attack.

Monitor Your Endpoints

Using a Managed Detection and Response (MDR) provider like Pondurance can help your company maintain a strong security posture by monitoring the data that comes in and out of your systems. An MDR solution will catch things that your organization may not know exist within your environment for weeks or potentially even years, sharing information about your organization with outside sources. With MDR, the system is monitored by an experienced threat hunting team 24/7/365 to ensure that data remains secure.

Allison Nordenbrock is a marketing operations specialist at Pondurance, a cybersecurity firm that focuses on helping companies prevent, protect, and remediate cyber threats. Learn more at Pondurance.com.

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Join Us in Salt Lake City!



Discuss Hot Topics

We'll discuss innovative technology solutions that will help you disrupt behavioral healthcare and we'll dive into how to make the best use of all available data for outcome measurement. We'll also look at a model youth suicide prevention program and learn HR strategies for reducing risk in light of new employment laws.

[See the Full Agenda](#)



Make Valuable Connections

Relationships with other industry leaders provide access to unique insights and collaborative learning opportunities. Take advantage of our nightly receptions to connect with your peers and learn something new. Review the registration list ahead of time to identify a few people you'd like to get to know better, then come **prepared with a question or two** to get the conversation started.

[See Who Else is Coming!](#)



Enjoy Salt Lake City!

Utah's capital boasts breathtaking scenery along with amazing restaurants, breweries and music venues. Whether you opt to walk around **Temple Square**, hike the **Living Room Lookout Trail**, or book the **Ultimate SLC Tour**, there is beauty to discover around every turn. After working up an appetite, you can get brunch at **The Park Café**, get your taco fix at **The Red Iguana** or grab the Machine Gun sandwich at **Bruges Waffles & Frites**. For music, check out **The Depot** and **The State Room**, then grab a local brew from **Uinta** or **Epic** – but proceed with caution at this altitude.

[More Things to Do!](#)

Help Us Celebrate mhca's 35th Anniversary!



Winter Conference 2020

We hope you'll plan to join us at **mhca's 2020 Winter Conference** to help us celebrate our 35th Anniversary. Throughout the conference, we will have special activities and events to honor our past, celebrate our successes and prepare for the challenges and opportunities of the future. This exciting event will be held March 3-5, 2020 at the Sandpearl Resort in Clearwater

Beach, Florida, and will include a special celebratory reception and casual beach-front buffet dinner on Wednesday evening. The conference agenda and additional event details will follow in November.

[Book Your Room!](#)



Have Something to Say?

mhca is looking for original articles, podcasts, videos and interviews with behavioral healthcare thought leaders. Submitting guest posts is a great way to share your perspective and start conversations with your peers. If you're interested in seeing your work in this newsletter or online at mhca.com, email your ideas to Lonnie Parizek at lparizek@mhca.com.

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