Injecting a Healthy Dose of Security

Why is health data a prime target for breach?

The street value of health information is 50 times greater than other types of data.

What can you do?

- Build scalable security programs that evolve with technology
- Analyze information centric security and privacy risks
- Use a layered approach to protect health information
- Adopt an Information Protection Framework

For more information, visit att.com/healthcare/security

Healthcare breach statistics

- Medical identity theft claimed more than 2.4 million U.S. victims before the end of 2013.
- The average per capita cost of a healthcare data breach is $650+ per record.
- Cyber attacks on healthcare organizations have increased 100% since 2010.
- Security-related events cost U.S. hospitals an estimated $1.6 billion each year.
- HIPAA data breaches climbed 138% from 2012.

Sources:
- Ponemon Institute: Fourth Annual Benchmark Study on Patient Privacy and Data, March 2014

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