Delivering Rapid and Secure Digital Access for Your Patients and Employees

Whether you're looking to bolster patient engagement, secure care coordination, optimize digital health expansion, or all of the above, Akamai helps you transform to meet your ever-changing needs.

Patients come first. Of course. But today's patient experience is light years different from that of the past. The COVID-19 pandemic has accelerated patient centricity and reliance on digital systems, catapulting the entire industry into a digital-based generation of care.

This means that patients are online and knocking at your digital front door — and they expect the experience to be similar to the best in the consumer space.

As patients flood to your sites and portals, infrastructure and security gaps that would normally fly under the radar are made clear. A once-accepted tepidly responsive telehealth portal or lightly secured hospital network is now a key driver for operational inefficiencies and cost — not to mention the risks they present.

In fact, hospitals were one of the most targeted groups in 2020, with more than 560 healthcare providers falling victim to ransomware attacks at an average cost of $7.13 million, according to IBM threat intelligence, at an increase of 10% compared with the 2019 study. And this just scratches the surface of the risks that cyberattacks like DDoS, ransomware, and phishing present. Think of impacts to patients, regulatory (HIPAA) compliance risks and costs, operational costs from downtime, and brand reputation to name a few.

As you modernize to meet patient needs and thwart ever-present cyberattacks, you need a partner that makes this easy. Akamai helps bolster patient engagement, alleviates key drivers for inefficiencies, and protects critical patient and employee data and applications.

How?

- Bolster patient engagement

  Think of the digital front door experience as your patients' first impression of you. How the page performs and how easy it is to use are both part of that impression. And, with more than 25% of patients willing to change providers over access to digital health tools, that impression matters.

  A performant web and mobile experience is key to engaging patients, just as a smile (or mints) are to a first impression. When your page responds quickly, you're saying to patients, "I'm here and ready to help." Learn about the value of performance here.

Two seconds

That's all it takes for a consumer to abandon a page.

Patients are no different.

Better patient engagement starts with a performant page.

Learn how to make your page faster here.

- Alleviate key drivers for inefficiencies and security vulnerabilities

  There's a lot riding on the security and performance of your health system. With numerous endpoints to secure (including your employees from phishing attempts), from BYOD to HVAC systems and even parking payment processing, securing your perimeter may seem impossible.

  But it is essential. Life-threatening (and costly, at an average of $8,851 per minute of downtime) disruptions, like the diversion of ambulances, inaccessible lab tests, and electronic health records downtime, can wreak havoc on your operations and expose you and your patients to increased risk.

  It's essential to protect your network perimeter at the edge to ensure only people with the appropriate credentials gain access to sensitive information. Learn about SASE architecture and the move to Zero Trust here.

- Protect valuable information and applications/APIs

  Such valuable data makes providers the perfect target. Gone are the days of *if* — now it's a question of *when*. And *how long* it will take healthcare providers to detect compromises or a data breach. Data breaches can lead to loss of patient confidence, negative public relations, and HIPAA fines in the millions.

  Protecting essential data from exploited vulnerabilities means securing your devices, apps, and cloud-based APIs at the edge with both web application firewalls for inbound traffic and a secure web gateway for outbound traffic.

  Learn how to implement intelligent security at the edge.

The Akamai difference

The good news is that Akamai has been delivering and securing exceptional user experiences since our inception. We are the people you call to deliver seamless web experiences via telehealth and websites, to secure your apps and APIs from DDoS and ransomware, and to create an impenetrable network that still allows for flexible BYOD.

With Akamai, you can meet the needs of your ever-changing operational and care demands, while enabling optimal healthcare outcomes with technology.

Any person. Any device. Any time. Akamai can help.

To learn more, visit www.akamai.com or contact your Akamai sales team.