

Superior and Secure Member and Employee Experiences at the Edge

Your transformation should enable optimal member experiences, protect against threats, ensure regulatory compliance, and secure your remote workforce so you can stay ahead of whatever tomorrow brings.

Healthcare as an industry has [always been](#) in flux, but the demand for digital modernization has greatly accelerated in recent years. And for good reason.

COVID-19 reset the vision for payer modernization, moving the timeline from someday to now. Payers needed to modernize quickly to meet these new member and employee needs in a virtual and remote world.

The implications of both members and employees flocking to their devices to seek care and conduct business are threefold:

- First, members expect a performant digital experience that's no different from their experiences with the best in the consumer space
- Second, as employees work remotely from anywhere, the risks of ransomware, malware, and phishing increase
- And third, as both members and employees rely on your systems for data, you need to protect apps and APIs from data breaches

Simply put, you need to optimize your member-facing platform, while also working behind the scenes to make sure the sensitive information passing through your systems and being accessed by employees is as safe and secure as possible. Protection of this data is integral in order to maintain myriad regulatory compliances, including HIPAA.

You have a lot going on. Let us help.

Three Ways Akamai Can Help

1. Deliver an optimal member-facing platform experience

As members take on more responsibility for the cost of care – and more authority – payers are [racing to catch up](#) to consumer-driven industries in which customer intelligence and engagement are among the most valuable assets.

This, combined with the heightened reliance on member logins, means that members need a streamlined, fast, and secure way to manage insurance claims and seek care. The Akamai edge is designed to enable flawless delivery at scale.

2. Secure employee access

With employees working from anywhere, cyber risk increases dramatically. Unsecured at-home internet connections and personal devices don't have the same level of security as corporate IT-managed resources.

It's essential to adopt a "verify, then trust" model when it comes to employee access. The move to Zero Trust means that protection is now centered on where applications and data – and users and devices – are located, instead of at the point of entry.

Don't be baited



Phishing scams have caused the [largest HIPAA fines](#) in history, and there's no sign of them stopping.

Safeguard your systems from prying eyes and regulatory fines with a [secure web gateway](#).



3. Protect sensitive information, apps, and APIs to avoid data breaches

There's a lot riding on the ability to protect your apps and APIs. An ever-increasing attack surface, combined with the value of the data you have, means that your risk of cyberattacks increases dramatically.

In fact, electronic health records are said to be **50 times more valuable** than credit card data. Protecting this kind of essential data from exploited vulnerabilities means securing your apps and cloud-based APIs with user-first experience at the edge with both a web application firewall for inbound traffic and a secure web gateway for outbound traffic.

The Akamai difference

We get it. Operationally, you want to reduce costs, avoid regulatory fines, and streamline your internal systems. Altruistically, you want to usher in a new era of healthcare, with members and their healthcare continuity at the heart of what you do.

When you're relying on the Akamai edge, we can help you do it all. You can meet the needs of your ever-changing operational demands, while enabling optimal healthcare outcomes with technology. Our distributed edge makes healthcare more accessible and secure than ever by bringing digital experiences closer to members and employees – and keeping attacks and threats far away.

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

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