



Reimagine Healthcare at the Edge

Transform the healthcare ecosystem with security and resilience at the edge for a superior experience

Digital transformation has touched every industry, but for healthcare the transformation is accelerating. To meet the demands of an ever-changing health landscape, providers, payers, and pharmaceutical companies are relying on innovations in everything from telemedicine to connected medical devices (and BYOD), wearables, and much more.

This patient-first care model goes beyond health providers. Pharma companies, insurance companies, and medical device manufacturers are all ushering in a new era of healthcare in which enabling quality of care comes first.

But as health entities evolve digitally, so do their risks. According to a U.S. Department of Health and Human Services report,¹ healthcare has seen a 50% increase in cyberattacks since the onset of the pandemic, and at US\$ 7.13 million per incident it is the most expensive industry² to weather an attack.

Now more than ever, healthcare organizations must evolve to deliver an intelligent, fast, and secure digital experience to their patients, members, employees, and value chain partners.

Akamai Can Help to...

Deliver a Superior Patient and Member Experience

The heightened reliance on telehealth and patient portals as digital front doors means that patients and members need a streamlined, fast, and secure way to access their health information, manage insurance claims, and seek care. Akamai offers flawless delivery at scale, so your patients and members get the same level of care remotely that they would in person.

Protect Patient Information and IP

Electronic health records (EHRs) are 200% more valuable³ than credit card data. Intellectual property is the bedrock of value that pharma companies rely on to develop lifesaving solutions. Protecting this kind of essential data from exploited vulnerabilities means securing your apps and cloud-based APIs with user-first experience at the edge.

Maintain Regulatory Compliance

With such valuable data, it's a question of when – not if – healthcare payers and providers will have a data breach. Data breaches lead to loss of patient and member confidence, negative PR, and HIPAA fines in the millions. Protect your health entity from these challenges by moving toward a SASE architecture.⁴



Ensure Care and Development Continuity

If cybercriminals gain access to a protected care network, it can cause life-threatening (and costly) disruptions like the diversion of ambulances, inaccessible lab tests, and EHR downtime, with the average cost per minute of downtime at \$8,851.⁵ Not to mention the impacts a disruption has when bringing a drug to market. Protect your network perimeter with the edge to ensure only people with the appropriate credentials gain access to sensitive information.

Eliminate Clunky VPNs

Bringing a new drug to market is hard. So is managing health insurance claims and payments. Doing it virtually makes it even harder. Drug development, patient care, and member services are increasingly distributed, requiring communication and coordination across companies and borders. Support your remote workforce with seamless and secure remote access, without the need for a VPN.

Efficiently Deliver Dense Images and Videos

Medical imaging, drug development data, and medical device specs are data dense files that clog networks and cause latency. Normally, this would be simply frustrating to a user, but in healthcare the complete and speedy delivery of this data could be the difference between life and death. Deliver data-dense files with lightning speed while decreasing costs.

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 the patient and their healthcare continuity at the heart of what you do.

By relying on the Akamai edge, you're able to do both. You can meet the needs of your ever-changing operational and care 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 patients, members, employees, and value chain partners – and keeping attacks and threats far away.

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

Sources:

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2. <https://www.ibm.com/security/data-breach/threat-intelligence>
3. <https://www.fiercehealthcare.com/hospitals/industry-voices-forget-credit-card-numbers-medical-records-are-hottest-items-dark-web>
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