It's no surprise that you have concerns about the privacy and security of protected health information (PHI) in the cloud. In 2019, there was more data stolen than ever before, with a total of 7.9 billion records compromised. Healthcare is the #1 most attacked industry, and pays an average of $429 per breached record, the highest cost per record across industries. And the healthcare industry has a unique set of challenges to consider: Defending against cyberattacks designed to compromise sensitive PHI while protecting patient privacy and remaining compliant with regulations like HIPAA, GDPR, AEX, CIVIL, and other healthcare privacy regulations.

The average cost of a breach within the healthcare industry is $6.45 million.

Why?

Insufficient technology controls to protect data and enforce policies is one of the biggest challenges facing healthcare organizations.

Healthcare providers need fast, compliant, and secure access to patients' medical information in order to provide quality care. Patients need the same access to their PHI on-demand.

Digital workflows and cloud-based systems bring plentiful opportunities to healthcare organizations, but they can also carry significant risk for patient confidentiality and noncompliance. As reliance on digital workflows increases, now is the time to ensure you have the right data protection solution in place.

Four Ways to Manage Your Data in the Cloud

1. **End-to-End Encryption** to ensure cloud vendors and unauthorized parties will not be able to access your most sensitive data, including PHI.
2. **Customer-Managed Keys** that give you direct control of your data stored in the cloud, guarding against unauthorized access by email and cloud providers. This gives you ownership over highly sensitive healthcare data.
3. **Access Controls** to ensure sensitive data is only accessible by authorized collaborators and remains private, wherever it’s shared, allowing you to protect and control PHI within your network and with other providers.
4. **Granular Audit** for visibility into who has accessed your data, when and where, making it easy to remain compliant with leading healthcare privacy regulations.

At Virtru, we empower organizations to unlock the power of data while maintaining control, everywhere it’s stored and shared. Our portfolio of solutions makes it easy to secure data and gain immediate insight into breaches. Over 20,000 organizations trust Virtru for data security and privacy protection.

For more information, visit [virtru.com](http://virtru.com) or follow us on Twitter at @virtruprivacy.

"Virtru’s end-to-end protection and ease-of-use empowers us to share sensitive information without worrying about whether the data is secure."

– Bill Dougherty, Vice President of IT and Security, Omada Health