

VERITAS™

Revolutionize


with

Resilience



The three essential steps to future Healthcare success

Care without compromise.



Become resilient to
attacks, lower the cost
of storage—to deliver
exceptional healthcare
experiences.

CONTENTS

Better patient outcomes start with data

Whether you're running hospitals, clinics, or research labs, the ability to manage patient data is now more essential than ever. There are four big reasons for this:

MORE CYBERATTACKS

Cyberattacks cost Healthcare more than any other industry. A typical breach cost \$9.4 million in 2021, an increase of \$2 million over the previous year.¹

DATA GROWTH

As we continue to digitize services, give patients access to their data, and make use of big data in clinical development, the cost of storage is rising exponentially.

RISING EXPECTATIONS

Patients now expect personalized and transparent healthcare from their provider, anytime, anywhere. Doctors and clinicians need to access files remotely on multiple devices. So patient data needs to be shared—securely.

UNEXPECTED EVENTS

It's always wise to prepare for the worst. Fires, hurricanes, and floods are out of your control, but your organization has a responsibility to prepare for such events and reduce the risk to patient data.

¹ IBM research

So what can you do?

Here we outline how to
tackle these challenges,
with proven ways to:

01 STRENGTHEN
YOUR CYBER RESILIENCE

02 COMBAT
STORAGE COSTS

03 EMBRACE
DIGITAL TRANSFORMATION

01

Strengthen your cyber resilience

Recover quickly at scale.



The Challenge

Whether it's intentional or not, the outcome of any adverse cyber event is the same: valuable patient data is at risk of being lost and/or exploited.

The massive increase in healthcare cyberattacks, especially ransomware, is alarming. The value of patient data on the dark web makes HC facilities a favorite target and 53% of these organizations have experienced at least one data breach in the last year.

In just 12 months there were 618 breaches and attacks in the US, affecting at least 500 people. Broward Health in Florida recently suffered a breach that may affect 1.3 million people.²

It's not a question of if you'll be attacked, but **when**.

618
cyberattacks every year²

1.3 million
people recently affected
by a single attack²

11 seconds³
Ransomware
strikes every

² U.S. Department of Health and Human Services / Chief Healthcare Executive

³ <https://infimasec.com/blog/11-seconds/>

The Solution

FOCUS ON THE FOUR Cs

Veritas enterprise data management solutions provide all the answers you need, spanning all four key areas:



CYBER

- Prepare for 'everywhere' patient data
- Keep up with threat actors
- Respond instantly to attacks



COMPLIANCE

- Always be audit-ready
- Only retain what's important
- Quickly find HL7 and HIPPA content when needed



CLOUD

- Easily manage multi-cloud
- Protect patient data across clouds
- Optimize to lower costs



COSTS

- Reduce expenditure by deleting
- Cut costs by automating
- Lower spending by simplifying

Close the gaps in your ransomware resiliency with a proven strategy aligned to the National Institute of Standards and Technology (NIST) framework:

- **Protect** your data with solutions developed and honed using the largest and most critical systems
- **Detect** gaps in your resiliency plan with a holistic view across your whole data estate
- **Recover** your data fast, no matter how complex your infrastructure, through automation

Well-versed in Healthcare applications

Veritas can help you meet HL7 compliance, HIPPA compliance, PHI laws, meaningful use standards, and more—as well as giving you a head start on meeting any future requirements.




02

Combat storage costs

Organize and clean up your data records—lower the cost of unnecessary storage.




1.3 million
people affected
by a single
attack in 2022⁴

The Challenge

30%
YEAR ON YEAR

HC now creates
the largest
data growth
of any industry⁵

The cost of data storage is rising, thanks to:



Digitized patient and clinician services



The aging population and resulting
growth and longevity of patient records



Patients wanting access to their data



Big data in clinical development

⁵ HHS US Gov (March 2022)

Concerns about cloud

Cloud storage has been a great enabler of digital transformation but many organizations have lost control. They now have gaps in their cyber security and face spiralling cloud storage costs.

Snapshots, not backups

When working with a cloud provider, it's important to remember that it is your responsibility to ensure that your data is protected. Most providers take snapshots rather than continuous backups so if it takes six months to identify a security breach, you stand to lose a lot of data.

With ransomware being such a major threat to HCs, cloud data protection and recovery is vital.

The cost of cloud consumption

With the data explosion caused by the increasing number of people entering the Medicare/Medicaid system, the ability to control resource spend and have real-time visibility across the entire organization, including the cloud, is a game changer.

Logically, without real-time visibility of the data stored in your cloud environment, it's impossible to fully optimize your storage and control spend.

The Solution

Map and clean. Before you put any more money into new data storage solutions, you should map and clean up your existing data to free up space and optimize costs.

Take control of costs through:

- Full data visibility
- Automated analytics and reporting

With Veritas **NetBackup IT Analytics** you can see your full data estate, no matter how dispersed the data. This allows you to:

- **Understand and forecast** how much capacity you really need
- **Decommission** unused workloads to reduce costs quickly
- **Promote accountability** throughout the organization / facilitate charge-backs

HCs typically see a

33-50%

reduction in required storage



03

Embrace digital transformation

**Realize the benefits, without
risking patient data.**



The Challenge

Patients expect more from their healthcare providers today. They know that technology can transform services and they want anytime, personalized and transparent healthcare from their provider. They expect good mobile experiences, helpful apps, and always-on service.

Predictions are coming true

We're seeing growth in adoption of telemedicine, wearable tech, RPM (Remote Patient Monitoring), data-driven preventative care, IDS, and more.

At the same time, doctors and clinicians need the ability to access files remotely.

This means that patient data needs to be shared between various Healthcare facilities as needed.

Telehealth

Telehealth has become critical, and not only when it comes to providing care and continuity of care. It's also a major area of growth—backed by the most recent spending bill.

The Solution

Veritas Enterprise Data Services can help you:

- **Reduce complexity** while protecting existing investments with solutions optimized to perform wherever data resides
- **Get complete data visibility**, no matter where it resides by managing everything on a single unified platform
- **Achieve peace of mind** backed by a robust, modern and comprehensive technology ecosystem—no other comes close

Trust Veritas
to care for your
patient data
the same way
you care for
their health.

Transform with the most complete, easy to use and
interoperable data management solution on the market

Join us and you'll be in good company

80,000+

customers worldwide⁶

20/20

largest healthcare
companies

10/10

largest pharmaceutical
companies

Consider your next steps

Leverage your data to protect patient data and achieve better outcomes faster. Become resilient to the growing problem of cyber attacks. Get total visibility to reduce storage costs. And deliver innovative, always-on services to stand out from the crowd.

At Veritas, we say having your data secure sets you free—and you can innovate knowing it's safe to do so.

We hope you feel inspired and emboldened to take action. To discuss this in more detail, **[schedule a meeting with us.](#)**

⁶ Veritas defines a customer as a company that has an active and signed maintenance agreement—or—has an allowable expired maintenance agreement in the last four quarters.

The Veritas logo is displayed in a white, sans-serif, all-caps font. It is positioned at the top center of the advertisement, above a horizontal line of small, multi-colored diamond-shaped dots. The background of the entire advertisement is a vibrant red with a subtle, abstract pattern of light streaks and bokeh effects, particularly concentrated on the left side. The overall design is modern and tech-oriented.

VERITAS™

Care **without** Compromise

**With Veritas, the healthcare industry's
most complete data management platform.**

About Veritas

Veritas Technologies is a global leader in data protection and availability. Over 80,000 customers—including 87 percent of the Fortune Global 500—rely on us to abstract IT complexity and simplify data management. The Veritas Enterprise Data Services Platform automates the protection and orchestrates the recovery of data everywhere it lives, ensures 24/7 availability of business-critical applications, and provides enterprises with the insights they need to comply with evolving data regulations. With a reputation for reliability at scale and a deployment model to fit any need, Veritas Enterprise Data Services Platform supports more than 800 different data sources, over 100 different operating systems, more than 1,400 storage targets, and more than 60 different cloud platforms. Learn more at www.veritas.com. Follow us on Twitter at [@veritastechllc](https://twitter.com/veritastechllc)

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