



# The Benefits and Capabilities of ZixArchive for Healthcare Organizations



The healthcare industry has been focusing on cybersecurity since at least the passage of the Health Insurance Portability and Accountability Act in 1996. There was early awareness that health data is both a unique asset and a dangerous liability. Sharing it freely improves care and outcomes, yet it also exposes the data to threats with serious consequences. Therefore, organizations must always err on the side of caution, even if it means limiting the health data's potential value.

Managing this issue has never been easy, but with diligence it was possible to stay on the right side of regulations. For those who knowingly tamper with personally identifiable information (PII) or personal health information (PHI), the U.S. Department of Health and Human Services Office for Civil Rights imposes a minimum \$50,000 fine, which is a powerful incentive to protect every medical record. Now, however, the status quo is changing in response to the rapid advancement of technology over the past two decades.

How will the healthcare industry walk this razor-thin line?

## An Introduction to ZixArchive

It doesn't matter if you're focused on compliance, cybersecurity, or data optimization — step one is having all of your important data in one organized place. Collecting everything is impossible when you rely on manual entries and end-user processes, which is why so many healthcare organizations are implementing an archive solution.

ZixArchive is designed to securely retain digital communications according to organization-wide policies. Information contained in emails, IM chats, text messages, and other common communication channels is stored for as long as needed. Responding to compliance audits or eDiscovery obligations is as easy as running a simple search. Thanks to ZixArchive, everything relevant is accessible on-demand.

### EXECUTIVE SUMMARY

Managing the multiple compliance regulations facing healthcare organizations is a burden on the budgets and productivity of security teams. ZixArchive is a cloud-based solution that securely retains all digital communications and makes retrieving the information easy in the event of an audit or cyberattack, easing compliance and data protection liabilities.



**Having an archive on hand is about more than just convenience. Healthcare organizations rely on ZixArchive to solve some of their most persistent challenges. As compliance and data protection become bigger issues, this solution scales to keep pace.**

**Here are some of the biggest benefits:**

- **ASSISTANCE WITH LITIGATION:** Complying with regulators and lawyers often means turning over very specific pieces of information. ZixArchive ensures that information does not fall through the cracks thanks to a policy-based approach. Organizations define what they want to save and for how long. These policies can apply to everyone or to specific individuals or teams. As long as the policies reflect the legal requirements for data retention, everything important is stored automatically. Putting data into a legal hold is simple and follows the guidelines governed by the Federal Rules of Civil Procedure. If and when a request for information arrives, there is zero doubt that the information is available, accurate, and readily accessible.
- **EARLY CASE ASSESSMENT:** While the benefits of utilizing third-party legal assistance for case assessment are clear, an ever-present (and growing) cost variable is third-party eDiscovery. Organizations are forced to pay thousands per gigabyte of reviewed data, and in cases with a wide net of investigation and limited internal legal personnel, the bill can be staggering. ZixArchive provides early case assessment capabilities to even the smallest in-house legal teams, drastically minimizing the cost of third-party eDiscovery.
- **INSIGHT INTO HR INVESTIGATIONS:** Corporate policies matter in a highly regulated industry like healthcare. HR is tasked with finding violations, and past business communications provide the best evidence. An archive makes it easy to comb through vast amounts of information in search of very specific words, phrases, or details. HR teams can respond to investigations faster and empower key departmental stakeholders to make informed decisions about their personnel.

- **LIMITLESS DATA STORAGE:** Effective data management is almost impossible in the absence of a solution like ZixArchive. Organizations rely on either inefficient manual entries or on patchwork tools with limited smarts and scale. In these cases, compliance issues are nearly unavoidable and data becomes too disorganized to deliver any real value. ZixArchive allows you to instantly collect information and store as much of it as you want within a fixed-cost forecast. Instead of debating what to keep and what to save, organizations can store as much as they like for whatever reasons they need at no additional charge.
- **RETENTION OF OWNERSHIP:** Hackers aren't the only bad actors. Some data-storage providers claim ownership of the data and try to monetize or leverage it in various ways. That may be acceptable in other industries, but not in a highly sensitive one like healthcare. ZixArchive users retain full ownership of their data and pay nothing to export it. The platform keeps data safe from external threats without creating internal threats in the process. Plus, thanks to the cloud orientation of ZixArchive, any data the organization owns is accessible anytime from anywhere.
- **UNIFIED ARCHIVING:** It's impossible to predict the trajectory of important information. It could travel through dozens of different digital communication channels, be saved in unusual file formats, or be exchanged between unexpected parties. A unified solution like ZixArchive is built to collect information from everywhere. By putting all that information in one place, ZixArchive creates a powerful data set that organizations can mine for insights.



If information is important, archiving is essential. In 2019 and beyond, operating without a comprehensive archiving solution is like throwing documents out the window instead of putting them in a file cabinet. It's a simple choice between risk and reward. ZixArchive minimizes the risk and maximizes the reward.

## ZixArchive in the Real World

Having an adaptable solution is important because healthcare is an industry in flux. The future is as bright as it is unclear, offering reasons to be both optimistic and anxious. No one knows exactly what this future will look like, but everyone agrees it will look quite different. ZixArchive is uniquely able to keep up regardless of the speed and scale of change.

ZixArchive is a one-size-fits-all solution, yet it adapts to the needs of individual organizations, and deploying ZixArchive is a simple process. Take social media as an example. More than 40 percent of all adults (and almost two-thirds of younger adults) think social media is an appropriate platform to interact with their physicians. In fact, 30 percent of adults have already contacted a doctor, hospital, or insurance provider on social media. People enjoy the convenience of these platforms, even if using them means putting personal, sensitive, and potentially regulated information at risk.

A decade ago, a doctor's office would never worry about saving Facebook posts. Now, failing to do so could mean a fine, a penalty, and a public embarrassment. Facebook is just one of many social media channels, which are themselves just one of many communication options. Most of these options get ignored by current compliance policies and tools. Worse, new options will undoubtedly arise and supplant the ones we already have — the bright future of digital health information is predicated on this fact. Archiving solutions need to be expansive enough for today yet able to totally transform for tomorrow.



**ZIXARCHIVE IS A  
ONE-SIZE-FITS-ALL  
SOLUTION**

**ZixArchive is engineered to do exactly that. Issues around compliance, privacy, and protection are dynamic by nature. ZixArchive is, too. Explore how it rises to the occasion as healthcare organizations move into the next era and beyond:**

### **MANAGEMENT — PREPARING FOR A NEW REGULATORY LANDSCAPE**

Achieving compliance is a huge hurdle in healthcare. Yet, as a recent SAI Global survey showed, one-third of healthcare organizations have only one in-house compliance officer. Of those respondents, 13 percent have only a part-time compliance officer. That may have been adequate in the past, but there are strong indicators that the regulatory landscape is about to expand significantly.

The European Union passed the General Data Protection Regulation in spring 2018. Personal data in Europe is now protected by the GDPR's sweeping rules for privacy and transparency. Variations on GDPR have already been introduced in American legislatures in response to rising anxiety about data misuse. How this will affect HIPAA specifically and healthcare generally is unknown, but common sense suggests that stricter data protections are coming. When they do, compliance departments will need to do a lot in order to adapt.

ZixArchive serves as a platform for compliance management in any form. Because it has limitless storage, customizable retention policies, and unified archiving capabilities, it can address whatever data regulators require. Going from noncompliant to compliant is as simple as revising the collection policies. And when auditors request a particular piece of information, retrieving and securely sharing is possible within seconds. Managing compliance becomes easier overall, even if regulations become more onerous.



## LITIGATION – PROVIDING ASSISTANCE WITH INVESTIGATIONS

It also helps with the other side of the equation: litigation. Healthcare organizations acting as a defendant, plaintiff, or third-party participant often have to provide firsthand documentation. It could be one document; it could be 10,000. In either case, finding exactly what the courts require is difficult unless the location is already known. While producing this data in an acceptable time frame was once a nail-biter, it's a sure thing with ZixArchive.

ZixArchive excels at collecting any communication with legal relevance. Equally impressive is how it accommodates an investigation into the information. Multiple data sources are accessible from one location using semantic search terms and Boolean logic. The process is not much different from a Google search, and it's just as precise. Legal issues are challenging enough without having to scramble to find information. A solution like ZixArchive eliminates data obstacles so legal and compliance teams can focus on other things.

## CORPORATE POLICY – PRESERVING YOUR PUBLIC REPUTATION

No one has ever called HIPAA simple. It's becoming even more complex now that protected data is passing through technologies like mobile devices. Data is exposed to a lot of risk in these devices, and securing it adequately takes an entirely new approach to compliance.

The HITECH-HIPAA rule further complicates things. Suddenly, many third-party vendors are required to comply with HIPAA, and the hospitals and clinics that employ them are liable for violations. As valid as these rules may be, they lend an extra dimension to HIPAA compliance when it is already pretty overwhelming.

Noncompliance has destructive financial consequences, with fines reaching up to \$1.5 million for each violation. Possibly even more damaging, however, is the harm to the offender's public reputation. A Ponemon Institute survey of consumers showed that 65 percent of respondents lost trust in an organization after a data issue. Loss of confidence is especially consequential in healthcare, where 80 percent of respondents said they trusted healthcare providers to protect their private information — more than any other industry.

Healthcare, despite its special status, is still a competitive industry. When patients develop a negative perception of a healthcare organization, they will seek out alternatives. A regulatory breach, high-profile litigation, or widespread cybersecurity issue hurts the bottom line immediately — and for a long time to come.

Consistent HIPAA compliance requires careful corporate policies. ZixArchive

reveals when those policies aren't being practiced. Electronic communications in the form of emails, attachments, and instant messages constitute the bulk of an organization's institutional knowledge. By collecting all these communications in one place that's easy to investigate, instances of rule-breaking are quickly exposed. The root causes of HIPAA violations followed by public embarrassment are weeded out.

In the past, healthcare organizations didn't have to worry about reputation management. Now that the risk of violations is so high and the fallout so widespread, it's becoming a top priority. ZixArchive is a way for organizations to dive into their inner workings and fix whatever could scar their public face.

## DISASTER RECOVERY – PROTECTING AN ESSENTIAL RESOURCE

Healthcare organizations are the victim of 34 percent of all data breaches, according to Ponemon Institute research. Hackers are increasingly targeting these organizations and looking for new sources of revenue. PII and PHI can be exploited in ways that credit-card information and Social Security numbers cannot. Ransomware attacks designed to shut down critical IT infrastructure in healthcare are also lucrative because, when lives are literally at stake, the ransom is quickly paid.

Hackers' new focus on healthcare is a troubling development. When data and applications go offline, it's disruptive in any industry. Getting back to full strength — a process known as disaster recovery — takes enormous time, expertise, and investment. Private industries may be able to weather these disruptions, but the situation is a lot different in healthcare.



# ZIX – Securing the Future of Healthcare

When an IT disaster occurs in a hospital or clinic, it could render the delivery of care next to impossible. Disaster recovery then takes on extra urgency, along with serious consequences if it's unsuccessful. Lost health data may be unrecoverable, compromising long-term treatment as well as administrative oversight. It could also lead to HIPAA violations and other regulatory penalties. As cyberattacks on healthcare increase, effective disaster recovery is becoming an essential safeguard.

ZixArchive is both an archive and a backup. Internal communications are more than just conversations. They contain facts, figures, documents, contracts, passwords, and other mission-critical information. Archives that capture more of these communications make retrieving information easy — even after a cyberattack, natural disaster, or accidental IT incident. With ZixArchive, the retrieval process is effortless thanks to refined search and discovery tools.

Having an archive is an asset even if dedicated backup tools are in place. Those tools might not capture the same information contained in communication channels, leaving holes in the recovery effort. Finding specific information can also be slow, delaying how quickly the organization recovers. Best practices recommend having three sources of backup. Following best practices, ZixArchive offers triplicated data instances across three geo-redundant data centers. Relying on an archive is an important fail-safe solution in case the other two methods fail. That possibility might seem remote, but the nature of disaster is to be unpredictable. ZixArchive serves as a safety net when it matters most.

Healthcare is contending with new risks, but only because it's adopting new ambitions. Medicine backed up by in-depth data has the potential to produce miracle cures, end historical sources of suffering, prolong our life spans, and maximize our health and happiness along the way. It's a bright and promising future — just as long as it's safe and secure.

Zix is pioneering the future of cybersecurity with tools like ZixArchive. Our focus is on building solutions that are industry-applicable, user-friendly, and agile enough to stay ahead of hackers. Healthcare organizations don't have to agonize over compliance or recover from repeated regulatory and legal setbacks. They simply need to implement ZixArchive, set up their policies, and let the heavy lifting happen automatically.

Our team is happy to answer your questions about cybersecurity in healthcare and the unique advantages of archiving. Contact Zix at your convenience.

**For more information, call 866.257.4949 or visit [www.zixcorp.com](http://www.zixcorp.com).**

