



Trusted Identities for the Healthcare Industry

Allowing healthcare providers to embark
on digital transformation initiatives with
a strong foundation based on trust.



ENTRUST

SECURING A WORLD IN MOTION

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Trusted identities – the need of the hour

The upsurge in healthcare data owing to the pandemic has resulted in challenges to provide efficient patient care and privacy within the healthcare sector.

“Healthcare data breach costs highest of any industry at USD\$408¹ per record, and cyberattacks are estimated to cost APAC healthcare providers an average of USD\$23 million².”

Medical identity theft is increasingly becoming a top concern, particularly as health information is becoming more valuable than financial information to cyber criminals.

“Medical errors are the third leading cause of death in the U.S.; 59% of those errors or 195,000 deaths are attributed to identity errors.³”

Identity errors can lead to unnecessary medical procedures and an inaccurate medical record that can endanger future care for the patient.

“Nearly USD\$52 million worth of medical supplies and equipment are stolen every year.⁴”

Theft has been a major plague and is largely driven by employees, patients, visitors, or imposters. In the current pandemic scenario, owing to the shortage of PPE and test kits, these supplies have become controlled items and are highly prone to thefts.

Leveraging a trusted identity solution can help prevent all of these from happening and allows healthcare organizations to improve their security levels, reduce human error, and cut costs. This helps optimize their organizational efficiency and enhances patient experience, allowing them to concentrate their time and resources on patients.

Accelerating data access and speedy treatment

Trusted identities enable quick identification, and make timely and accurate medical information about the patient available to the provider.



Identify and authenticate the patient

Patient misidentification has been a significant issue within the healthcare system, and COVID-19 has further magnified this. With the mass of people in and out of the hospital, there is a need to clearly define and segregate the different groups such as healthcare professionals, patients affected by COVID-19, general patients, or visitors. Also, large-scale immunization programs, as experienced in response to COVID-19, heavily rely on accurate patient information to determine who was infected and who has been vaccinated, as well as to track patient outcomes. Identity solutions equip healthcare institutions with the ability to establish a trusted patient identity for administering care and ongoing treatment.



Streamline the registration process

Trusted identities streamline the registration and onboarding process by automating the input of and access to patient information. Healthcare institutions can quickly confirm a patient's identity and support instant verification of insurance and benefits eligibility. This helps decrease patient wait times and improve the quality of care.





Direct patients to appropriate doctors and treatment

Health care professionals can draw out patient itineraries and direct patients to appropriate clinics, using the securely stored information. Trusted identities also support tracking of patients based on patient flow from registration to consultation to payment.



Quick access to medical information in case of emergencies

Trusted identities enable first responders to identify a patient immediately and access potentially lifesaving information and perform correct procedures with appropriate medication. This is particularly beneficial if the patient has lost consciousness or the ability to communicate their medical situation accurately.



Securing critical assets and patient information

Trusted Identities support healthcare institutions to authenticate employees and monitor their access rights to protect critical assets and patient information.



Secure patient records and healthcare data

Considering the amount of sensitive data that healthcare facilities work with, providing secure access to medical information poses a unique challenge, and failure to protect it puts healthcare organizations at risk of losing their credibility. Using trusted identities, healthcare facilities can help ensure only authorized doctors have access to patients' personal information and health records, and other confidential healthcare data stored on the systems.



Authorized access to healthcare assets

Asset protection is a major concern for medical facilities, as prescription medications, medical supplies, and equipment are potential targets for theft and misuse. Therefore, determining who has access to what is of the utmost importance. With trusted identities healthcare organizations are able to automate the processes to assign and withdraw privileges as needed, and changes can be processed quickly across the entire network. This enables them to take control of security and helps ensure that employees only have access to the resources they need.



Enable remote consultation

The COVID-19 pandemic has restricted physical visits to hospitals and has prompted remote consultation. While telemedicine bridges the distance between physicians and patients, health care providers are susceptible to potential security risks. Trusted identities facilitate quick, accurate, and seamless identity proofing of patients and doctors by providing digital identity verification, secure credential issuance, and authentication of healthcare transactions.



Working 'smart' - benefits of implementation of trusted identities

In an environment as complex as a healthcare facility, trusted identities help mitigate fraud risks and maintain health care systems' integrity, while simultaneously maintaining the required level of accessibility and openness. The current changes to the landscape (e.g. COVID-19 pandemic) combined with the use of newer, updated solutions, like electronic health records, patient terminals, and telehealth highlighted the need for this.

A trusted identity solution brings the following benefits to healthcare organisations:



Cost reduction

Legacy healthcare systems rely heavily on data that is collected through manual processes. This mode of collecting and managing data is proving to be unreliable, risky, and time-consuming; it often results in data loss, theft, and added cost. Having a simplified and secure identity issuance strategy boosts efficiency by drastically reducing the likelihood of human error and reducing labour costs and time spent on rejected insurance claims owing to incorrect or missing information.

Additionally, with mobile identity solutions healthcare institutions can create a sense of self-sufficiency that many patients prefer. With self-service kiosk systems, patients can handle their own registration and check-in, and this can be another contributing factor to lowering labour costs.



Optimize processes

Healthcare processes are typically overburdened by redundant forms, the need to repeatedly present documents for identity and insurance requirements, and other requests for information already recorded in the healthcare system. Trusted identities improve healthcare processes by automating and streamlining identity and document authenticity.



Ensure patient safety

Mistaken identity can lead to unnecessary or potentially harmful medical procedures and an inaccurate medical history record that can jeopardize future care for the patient to whom the record belongs. Particularly during the pandemic, patient identification and matching challenges can lead to inaccuracies in the longitudinal care record, delays in sharing test results, and data collection gaps, among other implications. Trusted identities help ensure that patients' personally identifiable information and related medical history are kept safe and accessible for authorized view only and help to ensure that all critical activities such as prescription and/or medical procedures are undertaken by designated clinicians for the correct patient.



Enhance patient satisfaction

By ensuring that the right treatment is given to the right individual on a timely basis, trusted identities help healthcare providers improve engagement with their patients throughout the entire care journey. As trusted identities expedite the processes and provide a secure and easy environment, they minimize patient inconvenience and maximize the quality of the patient's interaction with the provider across all delivery channels, be it on-premises, online, or off-premises.





Protect organizational reputation

Identity theft is one of the most reported cybercrimes, and one that can have devastating effects on the organisation's reputation. By establishing a strong security and compliance posture that defends the healthcare enterprise against breach and loss, trusted identities help protect credibility and deliver real and perceived benefits that can help create competitive differentiation.



Compliance with regulations

Healthcare is one of the most highly regulated industries in existence and trusted identities can help make it much easier for healthcare institutions to stay compliant with various regulations, such as the Health Insurance Portability and Accountability Act (HIPAA). One of the key provisions of the HIPAA Privacy Rule is to assure an individual's health information is protected and they can control how their health information is accessed and used. Trusted identities can help bolster regulatory compliance by providing healthcare institutions the tools to implement comprehensive security, audit, and access policies.

Entrust solutions for the healthcare industry

With Entrust, healthcare providers can create, deploy, and support identities that are built on trust, enabled by digital and physical issuance systems, and backed by digital signing, encryption, and authentication technologies.



Credential Issuance

Enable clinicians, patients, and visitors with trusted identity in the form of a physical card and/or embedded within a mobile application.

Entrust provides both Physical Identity and Digital Identity in a single form factor (Smart Card or Mobile).



Identity and Access Management

Facilitate secure and authenticated access to patients and clinicians to the healthcare applications or services.

Entrust offers cloud-based identity and access management (IAM) solution with multi-factor authentication (MFA), credential-based passwordless access, and single sign-on (SSO).



Digital Certificates and Signing

Extend the capability to create and sign tamper-evident documents that can be validated easily.

Entrust provides cloud-based digital signing solutions backed by Entrust publicly trusted digital certificates for digital documents, emails, code, and mobile devices.





Public Key Infrastructure (PKI)

The basis of trusted identity that helps bring security and accountability to hospital information systems.

Entrust offers on-premises and managed PKI solutions, and PKI as a Service.



Hardware Security Modules (HSMs)

Ensure secure and tamper-resistant storage of the keys used to establish the trusted identity.

Entrust nShield HSMs are available in three FIPS 140-2 certified form factors and perform cryptographic functions such as generating, managing, and storing encryption and signing keys.

Entrust offers end-to-end solutions for healthcare providers to protect patient data, reduce risk, and help demonstrate compliance while improving patient experience and organizational efficiency. Key features include:

- Ability to issue trusted identities to ensure proper access control and accountability.
- Protect patient health records by making them inaccessible and unusable to attackers. Safeguard medical devices to ensure maximum uptime and reliability for patient care.
- Provide tamper-proof documents and ensure authenticity in transactions including teleconsulting, e-prescription signing, and insurance claims.
- Facilitate compliance with HIPAA and other healthcare and/or government data privacy mandates.

For more information

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ABOUT ENTRUST CORPORATION

Entrust keeps the world moving safely by enabling trusted identities, payments, and data protection. Today more than ever, people demand seamless, secure experiences, whether they're crossing borders, making a purchase, accessing e-government services, or logging into corporate networks. Entrust offers an unmatched breadth of digital security and credential issuance solutions at the very heart of all these interactions. With more than 2,500 colleagues, a network of global partners, and customers in over 150 countries, it's no wonder the world's most entrusted organizations trust us.

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