

# Intelligent Data Privacy for Healthcare Providers

## Benefits

- Continuously assess and remediate ePHI and other personal data risk with predefined policies, intelligent data discovery, risk analysis, and orchestrated remediation
- Ensure effective business and IT collaboration with a unified view of healthcare privacy policies, stakeholders, and in-scope data
- Precisely link all data for data subjects to streamline the enablement and management of consent and rights
- Automate data protection
- Thwart data access and use violations with monitoring of data risk (access, user behavior, data movement)

## Operationalize Privacy Controls for HIPAA, HITECH, and Beyond to Comply With the CCPA, GDPR, and Newer Data Protection Mandates

Healthcare organizations complying with HIPAA and HITECH know the critical importance of protecting ePHI, such as patient records and payer data, across IT environments that often include complex HMOs, affiliates, and payments ecosystems. However, privacy mandates are increasing due to greater volumes of personal data at risk and growing numbers of high-profile security breaches. Newer legislation, such as the California Consumer Privacy Act (CCPA) and the General Data Protection Regulation (GDPR), now require a fresh approach to scale privacy controls, and healthcare industry leaders need to respond by operationalizing data privacy governance to automate and meet new requirements, while still operating at the speed necessary to deliver life-saving products and services.

## Data-Centric Controls for Next-Generation Data 3.0

Data complexity has moved beyond siloed applications and firewalls, to the current reality where organizations have been transformed through new business models. Today's healthcare providers use digital records to deliver care, using complex ecosystems of service providers. Informatica's data-centric approach meets this challenge with a flexible data privacy framework that also keeps healthcare data open for business. Data is masked and protected by focusing on identifying and securing individual data elements, such as diagnostic codes or a patient's ID, while being used safely across environments, whether access by users and applications occurs on-premises in legacy systems or in the cloud.

### **Define ePHI, Payer, and New Classes of Personal and Sensitive Data**

Informatica Axon™ offers critical capabilities to capture business and technology understanding of healthcare policies, responsibilities, processes, data terms, and logical and physical models. This linkage helps to enable a holistic data flow view of patient and other data subjects with privacy mandates and forms an integrated approach to managing data assets for privacy compliance.

### **Discover and Analyze Healthcare Data Risk**

Informatica Data Privacy Management offers an enterprise-wide view and analysis to rapidly assess healthcare data risks. As it leverages predefined policies, the intelligence provided by Data Privacy Management enables prioritization of healthcare data compliance for programs. Data Privacy Management helps to identify the location of ePHI and other sensitive data, assess risk, monitor risk escalation and suspicious access or use, and automate remediation with access controls.

### **Protect and Purge Healthcare Data**

Informatica data protection, including Data Masking and Data Archive, provide capabilities to protect, retain, and dispose of ePHI and other sensitive data, applying data-centric controls, including masking and encryption, and archiving and data deletion. Working alongside Data Privacy Management, organizations can leverage risk scoring to prioritize and direct data privacy controls by automating orchestration.

### **Manage and Master Healthcare Data**

Informatica Master Data Management (MDM) identifies patient and data subject records within all identified sources, matches and links records together for each individual patient or data subject, and creates a 360-degree view. It provides a single source of truth of high-quality data on what actual patient and data records are held across the in-scope sources and how each piece of data is linked to an individual subject. MDM provides the authoritative source of data when organizations are responding to data subject access requests (DSARs), such as GDPR's right of erasure or right of portability requests, and the CCPA's restriction of third-party sales.

## Informatica's Data Privacy Governance Framework to Automate and Scale

To comply with an increasingly complex scope of global privacy mandates, healthcare providers must adopt a programmatic approach to simplify operations, scale with new privacy rules, and ensure reliable protection that reduces risk even as the volume of personal and sensitive data increases. Informatica enables organizations to evolve on their data privacy journey from defining policies to audit readiness, or address specific gaps in controls, using a repeatable framework that meets the demands of today's mandates and scales along with future requirements.

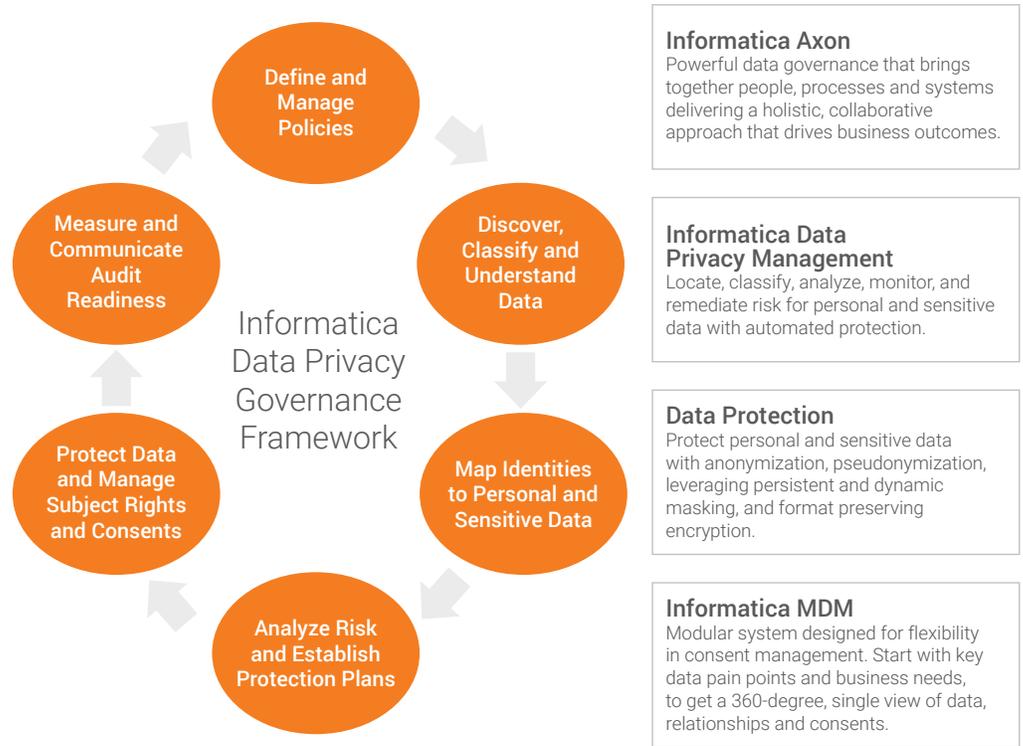


Figure 1: A six-step approach to data privacy governance, enabled by four critical privacy sets of capabilities.

### Healthcare Policies Aligned to Data Privacy Rules

Leverage comprehensive and user-configurable data privacy policies to rapidly discover ePHI-, payer- and other personal, privacy-regulated data across healthcare environments. Policies consist of multiple data elements with Boolean match conditions and acceptance thresholds.

### 360-Degree View of Patients and Data Subjects

Quickly help identify the data you hold about a patient or data subject, across locations or systems, to provide a clear 360-degree view of regulated personal data subjects to HIPAA, HITECH, and modern privacy mandates, including GDPR, CCPA, and beyond. Apply identity-based access controls, and respond to inquiries for data access and use transparency.

### Visualizations to Assess Risk Exposure

Communicate and collaborate with multiple stakeholders, with views for data privacy, data management, data compliance, and data security. Users can leverage abstracted risk and lineage for decision support and drill down to specific data domains to support practitioners and architects.

## About Informatica

Digital transformation changes expectations: better service, faster delivery, with less cost. Businesses must transform to stay relevant and data holds the answers.

As the world's leader in Enterprise Cloud Data Management, we're prepared to help you intelligently lead—in any sector, category, or niche. Informatica provides you with the foresight to become more agile, realize new growth opportunities, or create new inventions. With 100% focus on everything data, we offer the versatility needed to succeed.

We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption.

## Control and Manage With Remediation

Data-centric protection supports anonymization, pseudonymization, and encryption for targeted impact in order to lower risk and control safe data exposure across healthcare applications and systems. Automated, intelligent data privacy governance drives data discovery, classification and analysis of data for protection, and continuous risk management.

## Alerts and Monitoring

As new data privacy compliance mandates evolve, organizations can continuously monitor risk scores, understand if healthcare data moves across a border, identify unusual user access or behaviors, and automatically orchestrate remediation to support control attestation and audit.

## Next Steps

Join best-in-class healthcare companies that choose the Intelligent Data Privacy solution from Informatica. We can provide the experience and solutions across multi-cloud and on-premises environments so you can unleash the power and value of all your data.

Learn more at [www.informatica.com/healthcare](http://www.informatica.com/healthcare)



Figure 2: Dashboard of personal and sensitive data by location, risk, and proliferation.



Worldwide Headquarters 2100 Seaport Blvd., Redwood City, CA 94063, USA Phone: 650.385.5000, Toll-free in the US: 1.800.653.3871

IN17\_0520\_03752