



# HEALTHCARE



## Healthcare Objectives

### IMPROVE PATIENT SAFETY AND PRIVACY

Reduce records errors through technology that also supports regulatory compliance

### ENHANCE FISCAL PERFORMANCE

Merge or consolidate for greater economies and strategic advantage

### SUPPORT DATA-DRIVEN CLINICAL CARE

Provide critical information directly at the point of need

### EMPOWER PATIENTS

Allow 24/7 online access to medical information through secure Web portals

### CREATE A PATIENT-CENTRIC ENVIRONMENT

Link providers to improve administrative efficiency, service, and clinical outcomes

## THE HEALTHCARE CHALLENGE

Today's healthcare industry comprises hospital, provider, and payer organizations all striving to satisfy the same consumers in a radically changing market.

Healthcare organizations are under constant scrutiny to satisfy regulations while balancing customer demands against limited resources. Industry innovators are exploring healthcare models to consolidate and improve processes, programs, and profitability within a collaborative, patient-centered environment.

## THE SECURITY IMPERATIVE

Healthcare organizations are investing in technology that will help them address patients' needs, manage regulatory changes, and deliver services in a more cost-effective environment. They realize that patients will experience the highest levels of care when service providers are collaborating via networked systems. To manage security threats in complex IT environments, healthcare providers need a security strategy that protects patients' safety and privacy while demonstrating compliance with government regulations.

## RETURN ON INVESTMENT

Protecting your hospital information system from Internet threats has become a primary IT concern. Trend Micro can help you stop patient information leaks in email, keep infected PCs off the network, and manage security effectively end-to-end. Trend Micro™ Enterprise Protection Strategy offers a comprehensive security framework with continuous protection against known and unknown threats. A few of the benefits to healthcare organizations include:

- Decreasing the number of security breaches by 98%
- Compliance with government and industry regulations
- Cost savings by preventing inappropriate messages and subsequent litigation

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### Proof Point

*"If viruses, keyloggers, or data miners get into our Internet-connected computers, they could trigger the HIS to start sending out patient data. This clearly impacts HIPAA compliance and could cause problems for patients and the hospital. With Trend Micro OfficeScan™, we can block malware from ever getting into our system. It's a primary line of defense inside our firewall."*

**Brian Stamper,**  
Network Coordinator, Spencer Hospital, Iowa

## Trend Micro™ Enterprise Protection Strategy

Healthcare providers can realize fiscal, operational and organizational benefits by deploying a Trend Micro security solution. Trend Micro delivers intelligent threat protection against known and zero-day threats through central management and integration of messaging, Web, end point, and network security. Trend Micro™ Enterprise Protection Strategy provides a comprehensive security framework of integrated solutions that continuously monitor the network at multiple layers for spyware, spam, viruses, phishing, and content and URL filtering.

### Healthcare Security Framework

Anti-Spyware	Anti-Spam	Antivirus	Anti-Phishing	Content & URL Filtering
Stops spyware downloads and outbound transmissions	Blocks spam and botnets	Blocks viruses, worms, and trojans	Blocks phishing attacks	Prevents data leakage across multiple network channels
<b>Organizational Benefits</b>				
<ul style="list-style-type: none"> <li>Protects business assets by automatic spyware removal</li> <li>Prevents data leakage of sensitive patient records by blocking spyware communications</li> </ul>	<ul style="list-style-type: none"> <li>Increases employee productivity by intercepting spam</li> <li>Prevents provocative or distasteful emails from reaching users</li> <li>Scales to meet performance demands of large networks</li> </ul>	<ul style="list-style-type: none"> <li>Prevents network disruptions to critical systems by stopping worm propagation</li> <li>Assures business continuity by detecting zero-day threats in real time</li> </ul>	<ul style="list-style-type: none"> <li>Supports data protection and privacy regulations by ensuring confidential data transmission</li> <li>Defends private data from identity theft by accurately detecting spoofed sites with signature files</li> </ul>	<ul style="list-style-type: none"> <li>Ensures data integrity by scanning inbound/outbound email, IM, and attachments</li> <li>Discourages misuse of company assets by monitoring employee Internet use</li> <li>Demonstrates compliance with privacy regulations to protect customer identity</li> </ul>
<b>Multi-layered Protection</b>				
<ul style="list-style-type: none"> <li>Desktop</li> <li>File server</li> <li>Gateway</li> </ul>	<ul style="list-style-type: none"> <li>Email server</li> <li>Gateway</li> </ul>	<ul style="list-style-type: none"> <li>Desktop</li> <li>File server</li> <li>Email server</li> <li>Gateway</li> <li>Network</li> </ul>	<ul style="list-style-type: none"> <li>Email server</li> <li>Gateway</li> </ul>	<ul style="list-style-type: none"> <li>Gateway</li> <li>Email server</li> </ul>

Enterprise Protection Strategy



- MONITOR**  
For potential threats
- ENFORCE**  
Security policy compliance
- PREVENT**  
Malicious threats from spreading
- RECOVER**  
Infected devices

*"With Trend Micro™ Enterprise Protection Strategy, Trend Micro builds upon the excellence of its products and services to provide businesses with an innovative way to manage the increasing sophistication of threats."*

**Brian Burke**  
Research Manager, IDC

### TREND MICRO™

Trend Micro, Inc. is a global leader in network antivirus and Internet content security products and services. The company is focused on providing customers with customized and comprehensive security strategies to manage the impacts of known and unknown threats. Trend Micro has offices in 30 countries and its stock trades on the Tokyo Stock Exchange (4704) and on NASDAQ (TMIC).

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