

THE MOST DYNAMIC SYSTEMS ARE ALSO THE MOST VULNERABLE

If there is one constant in today's healthcare systems it's **CHANGE**. Value-based care demands more efficiency and strong focus on outcomes. New treatments, technology and regulations create ever changing environments while all stakeholders demand online, connected systems where information is accessible on-demand. And HIPAA mandates that patient data must be protected and private at all times.



Healthcare is a living, breathing, dynamic system. So why shouldn't data react in the same way?

SERTAINTY MAKES DATA COME ALIVE

Data transformed by Sertainty becomes a self-aware, self-reliant and self-protecting digital asset that protects itself at all times and in all places. That means healthcare data can be shared with both patients and the practitioners entrusted with their care in a way that raises the standard of care. Sertainty Protected Data (SPD) ensures that the demands of HIPAA are met along with the data's self-auditing capabilities that effectively capture all activity. SPD self-manages access according to your pre-defined security and governance parameters. By embedding actionable intelligence directly within the data file, it's protected from both external attacks and internal security lapses. The result is a nearly zero-trust model where security is literally one with the informational assets it is designed to protect.

By embedding protection in the data, not just the device or the network, you can mitigate the consequences of human error, software failures and security misconfigurations. Your most sensitive data can be better protected using Sertainty in addition to your current security measures.



WHAT IT MEANS TO HAVE SECURITY WITH SERTAINTY™

Security with Sertainty combines data with a nano-intelligence module, access control logic, trusted access identities and AES 256 encryption and additional proprietary components that form self-protecting files or messages. Security with Sertainty files and messages are unique, passive in appearance, and actively empowered to defend themselves. They are capable of deception, misdirection, and other active protection measures.

The Sertainty nano-intelligence module controls data access, authentication, logging and all self defense actions, including:

- Shredding the data
- Reporting unauthorized access, status of data health, or location
- Actively defending against any unauthorized access (i.e. devices, persons, or computer networks)

HOW IT WORKS

STEP 1 Unique Identities for people, devices, applications, or roles are created with Sertainty technology; built from multi-factor components, device metadata or sensor data, such as biometrics or location.

STEP 2 Whether using the Sertainty Data Protector Utility or the Software Development Kit for a customized solution along with the Identity, self-protecting data packages are created through an API-enabled method.

STEP 3 Store and transport data with assured security without network security dependencies or SSL/TLS. All data is immutably secured, no matter if it is sitting at one location or on the move.

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HEALTHCARE DATA **MUST BE AS DYNAMIC AS THE SYSTEMS SURROUNDING IT**

The problem is that while healthcare is evolving, the systems supporting it may not be evolving at the same pace. Most approaches to healthcare security look at data as an entity to be protected by measures that *surround* it from the outside. But there are a few hard realities to consider:

- Encryption does not equal security.
- Threat Intelligence, Firewalls, Intrusion Detection and Cyber Analytics do not prevent intrusions.
- Network security and encrypted communications do not prevent data loss.
- Trusted security does not prevent identity theft.
- Passwords offer little security, are often simple to guess and easily stolen.

Vulnerable data will inevitably find its way outside of your security perimeter, or someone will find their way in to retrieve it. The incurred risk is the unintentional exposure putting it out of regulatory compliance. But *living* data has the intelligence to defend itself from unauthorized access no matter where it finds itself or the nature of the threat it's facing.



WHAT IT MEANS TO BE LIVING DATA

When data is "alive," it has the ability for self-preservation, just like any living organism. With Sertainty Technology, it can actively defend itself without dependency or assistance from network services or encrypted communications channels. Otherwise the data appears as an inert entity. When data is being shared across the healthcare ecosystem, it's never exposed regardless of where it is.

WITH PATIENTS, PAYERS AND REGULATORY BODIES ALL DEMANDING MORE FROM HEALTHCARE, IT'S TIME TO TAKE YOUR DATA TO THE NEXT LEVEL.



JUST THE RIGHT AMOUNT OF ACCESS



While the security method we use is not homomorphic, we say it is homomorphic-like. For example, applications with Sertainty-embedded security can be designed to decrypt only the data the application needs while the rest of the data remains encrypted. Ultimately the data is perpetually and actively self-defending while providing seamless access to authorized consumers.

PUTTING IT ALL TOGETHER

The protection algorithms including encryption, the digital identities of devices and users, UXP Metadata along with the data, are blended. Simultaneously being mixed into the data is the nano-intelligence module and access control logic as part of the protocol.

The elegance and simplicity of this patented data protection method is self-evident. The data and all the necessary security apparatuses are locked in a secure multi-dimensional data object. Brute force attacks simply cannot reverse this process.

And yet the entire data package is seamlessly accessible, typically in milliseconds, for authorized processes. And the data has no reliance on external security mechanisms. Sertainty changes the paradigm for data security to one where every piece of information becomes inherently secure.



Let Sertainty demonstrate just how powerful our approach can be. Security with Sertainty™ delivers the peace of mind, knowing your data is secure at any moment, anywhere, which means you can finally make it accessible to all those that are driving the next revolution in care.

BRING YOUR OWN DATA TO LIFE



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