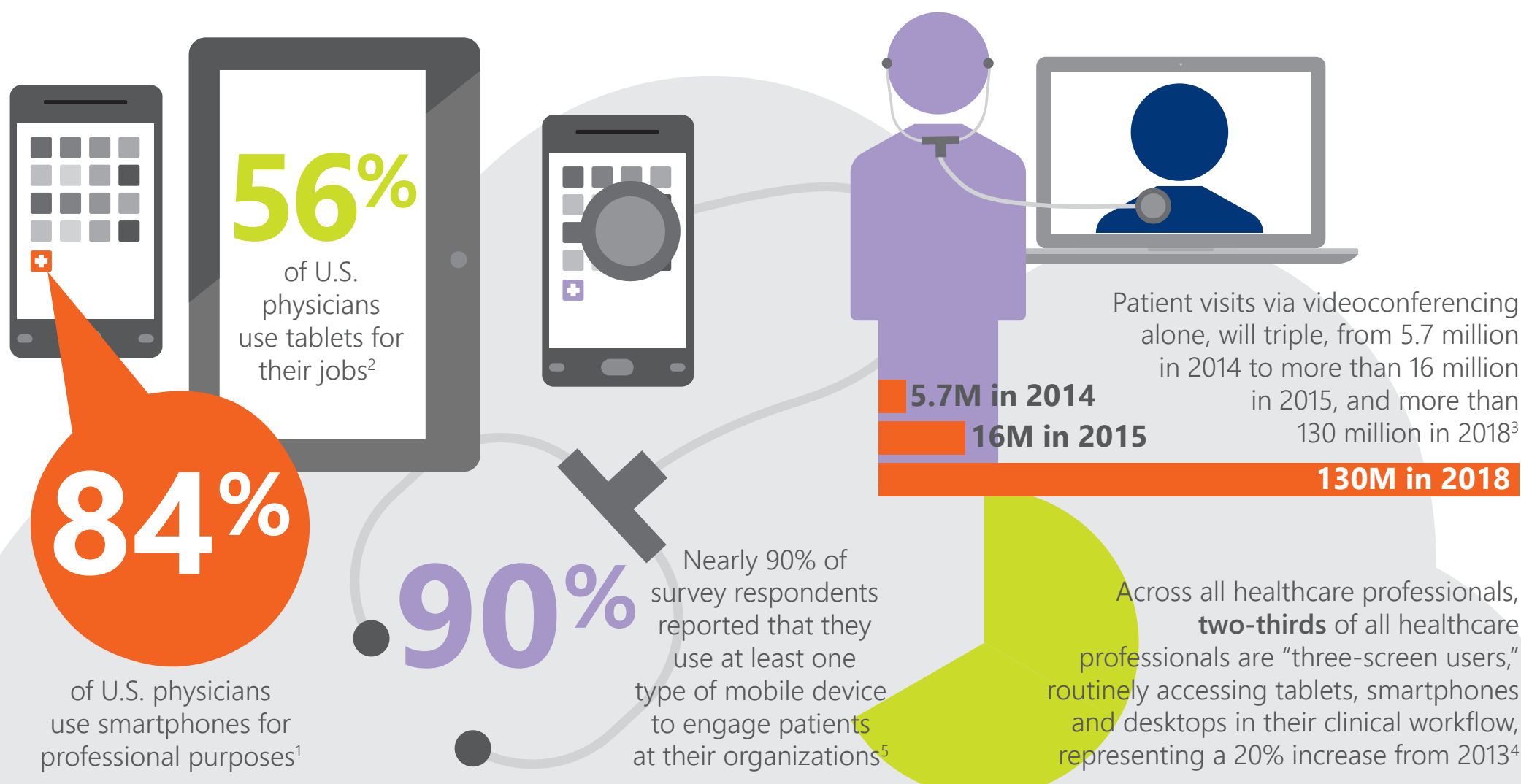


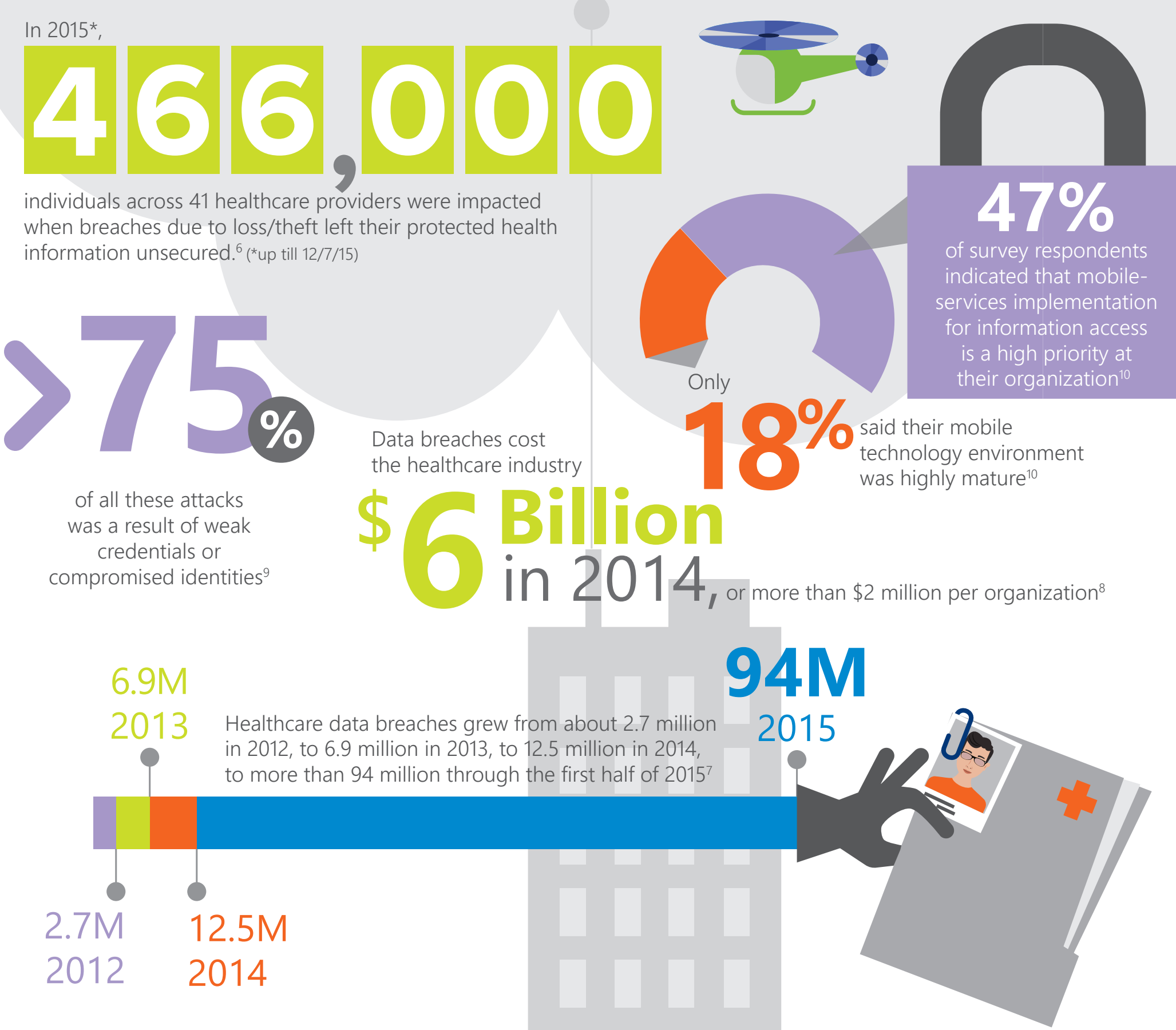
# Enterprise Mobility Management: Protecting PHI, Enabling Data Access for Quality Care

As healthcare organizations continue to embrace health IT to deliver more efficient, high-quality care, technology sprawl is inevitable. The management of multiple platforms, apps and devices within an increasingly more mobile workforce, therefore, is critical in order to secure protected health information (PHI).

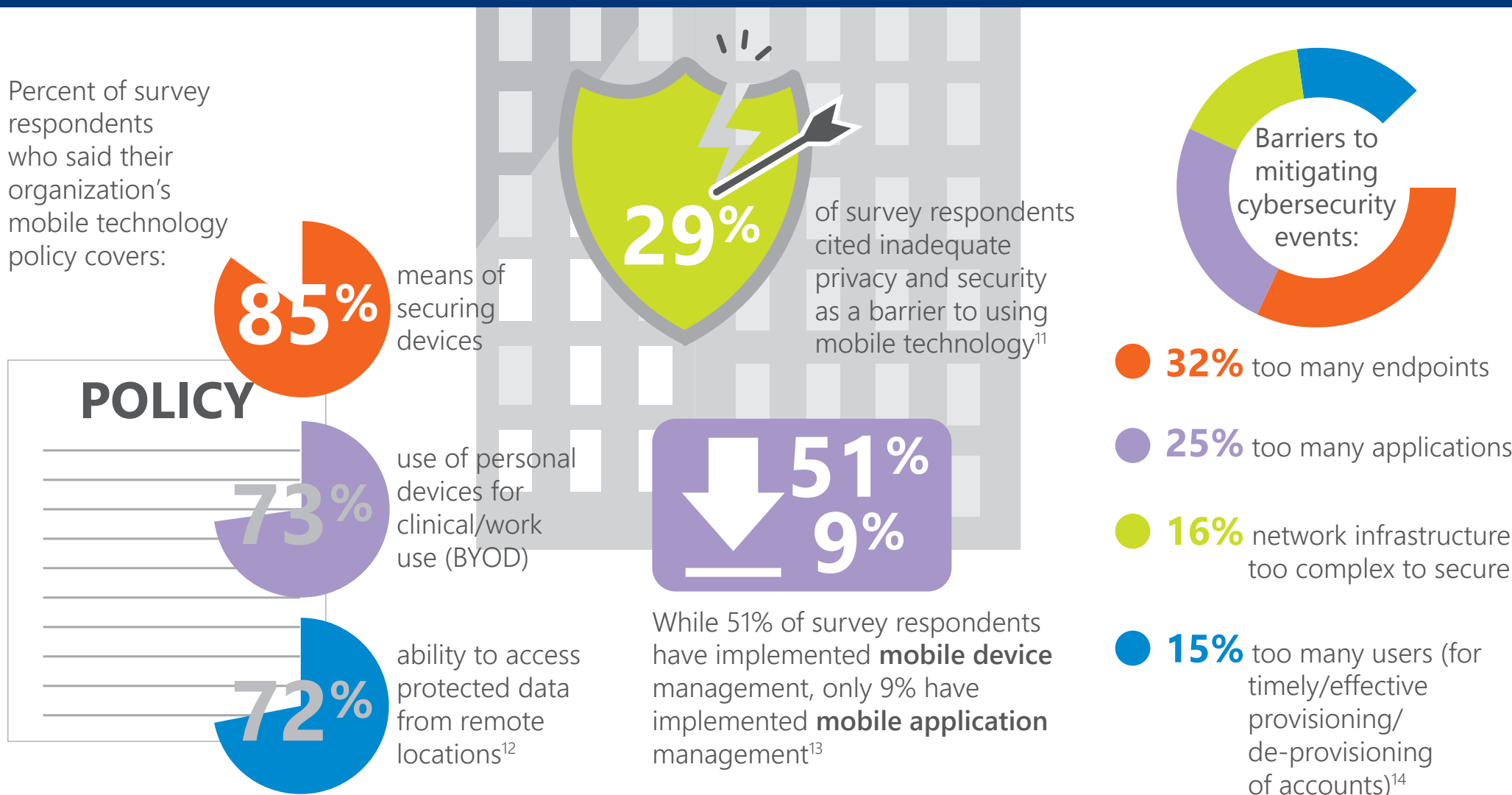
## Trends in Mobility in the Healthcare Industry



## Vulnerabilities in Mobility, Identity Management



## With Enterprise Mobility Management Program



The model enterprise mobility management solution (EMM) helps to ensure the balance between securing PHI and allowing healthcare workers to deliver care in a timely manner. With EMM, healthcare organizations can manage their workers' identities and access to PHI across virtually all mobile devices and apps through a single identity platform. The ideal EMM employs behavior-based analytics, which leverages machine learning, to detect cyberattacks before PHI is compromised.

To learn more about what EMM can do for your healthcare organization and to work to protect your most precious asset – your PHI – click [here](#).

<sup>1,2</sup> Kantar Media, "Sources & Interaction Media, March 2015, Medical/Surgical Edition, March 23, 2015, <http://www.kantarmedia.com/us/thinking-and-resources/blog/sourcesinteractions-march-2015-medical-surgical-edition>  
<sup>3</sup> Parks Associates press release, <https://www.parksassociates.com/blog/article/chs-2014-pr10>  
<sup>4</sup> Robert Brooks and Jeannine Creazzo, "Evolution of Mobile Device Use in Clinical Settings," Proceedings of the Charleston Library Conference, Purdue University Purdue e-Pubs, 2014, <https://docs.lib.purdue.edu/cgi/viewcontent.cgi?article=1667&context=charleston>  
<sup>5</sup> HIMSS, 2015 HIMSS Mobile Technology Survey, April 2015, <http://www.himss.org/2015-mobile-technology-survey>  
<sup>6,7</sup> U.S. Department of Health and Human Services, Office for Civil Rights, Breach Portal: Notice to the Secretary of HHS Breach of Unsecured Personal Health Information, sorted search, [https://ocrportal.hhs.gov/ocr/breach/breach\\_report.jsf](https://ocrportal.hhs.gov/ocr/breach/breach_report.jsf)  
<sup>8</sup> Ponemon Institute, "Criminal attacks are now leading cause of data breach in healthcare, according to new Ponemon Study" press release, May 7, 2015, <http://www.ponemon.org/news-2/66>  
<sup>9</sup> Microsoft reference placeholder: we still need to get the proper primary reference from Microsoft  
<sup>10</sup> Brad Anderson, Microsoft, <https://news.microsoft.com/speeches/brad-anderson-ignite-2015/>  
<sup>11,12,13</sup> HIMSS, 2015 HIMSS Mobile Technology Survey  
<sup>13,14</sup> HIMSS, 2015 HIMSS Cybersecurity Survey, June 2015, <http://www.himss.org/2015-cybersecurity-survey>