



Healthcare Company Builds Employee Loyalty

COMPANY

A world-renowned healthcare organization with more than 40,000 employees focused on clinical practice, education and research.

CHALLENGE

The healthcare center was eager to take steps to mitigate mounting data breach and medical identity theft risks. The cost of data breaches to the healthcare industry alone recently has reached a devastating \$6.2 billion.¹ More than 2.25 million people are medical identity theft victims a year.² Unchecked, the healthcare center was concerned it would face real damage to its financial resources, staff time and reputation. Additionally, it sought new ways to recruit, retain and engage employees.

SOLUTION

The healthcare organization partnered with CyberScout® to gift identity management services to all of its employees. The company selected a Silver Plan to provide 24/7 identity protection and restoration, as well as monitoring for credit, noncredit and fraud data. Immediately, 30 percent of employees chose to enhance their protection to Platinum and Family plans. The healthcare center partnered with CyberScout to give employees a full-service solution that delivered:

- + Superior customer service
- + Peace of mind
- + Continuous protection at every stage of life.

WHY CYBERSOUT

The company chose CyberScout as a trusted partner because of its reputation for providing exceptional service that help to recruit, retain and engage employees. Since 2004, we've consistently delivered premier identity management and fraud monitoring services that help minimize threats, monitor personal information and manage recovery for employees. Our expertise at every level is unmatched. CyberScout is proud to be one of the only identity management carriers with a global presence so you know your employees' cyber wellness is in good hands.

Results



40,000+ employees gifted identity protection



All employees 100% protected



\$1.5 million in identity theft costs recovered for employees to-date

¹ "Sixth Annual Benchmark Study on Privacy & Security of Healthcare Data," Ponemon Institute.

² "Fifth Annual Study on Medical Identity Theft," Ponemon Institute.