

4 ways to better protect patient privacy

It's getting worse: the **rise of both internal and external security threats** has made valuable patient data increasingly vulnerable. And there's a lot on the line. That includes **financial loss, fines, and penalties** for non-compliance, as well as reputational damage and the erosion of all-important patient trust.

In response – beyond the physical health of patients – more and more healthcare delivery organizations are focused on digital health to help ensure patients' privacy and security. They're doing that by broadening the concept of "care teams," while also leveraging proven, powerful automated access solutions anchored in identity.

Here are four ways to better protect patient privacy:



Expand the definition of "care team"

Obviously clinicians are part of a patient's care team. But so are IT and compliance and privacy, and you should think of them that way. Patient privacy benefits from simplified, secure access provided by IT teams, plus the diligence of compliance and privacy teams.



Automate access management

Implement automated solutions to ensure appropriate user access rights and secure, convenient access to patient data provide enhanced protection and workflow efficiency.



Monitor for privacy breaches

Ensuring you have a proactive response to attacks or inappropriate access is critical. **An AI-aided patient privacy solution** can help detect, investigate, and remediate risky behavior.



Ensure positive patient identification

Make sure you're confident you're treating the right patient. **Biometric patient identification** ensures a 1:1 connection between patients and their records, helping to avoid misidentification that can lead to medical errors.

When patient privacy is protected through an expanded team approach and fueled by an automated, purpose-built solution, patients' data is safeguarded and their trust is maintained. In turn, all of this gives clinicians added confidence that can support better outcomes.

To learn more about proven solutions designed to protect patient privacy, [see our whitepaper](#).