



MOMENTUM
**2023 ANNUAL
MEETING & EXPO**

Renaissance Schaumburg
Convention Center - Schaumburg, IL

Cyber-Security: An Actionable Plan to Keep Your Community Safe and Compliant



Amber Bardon

- Founded Parasol Alliance based on a vision to transform senior living technology culture.
- Possesses over a decade of experience in senior living technology and strategic planning.
- Built a 100% virtual company with a multi-state workforce and client-base.
- Contributing member & presenter for Leading Age National, VA, MD, DC, MO, IN, TN, WI, Mennonite Health Assembly & Channel Futures MSP 501.



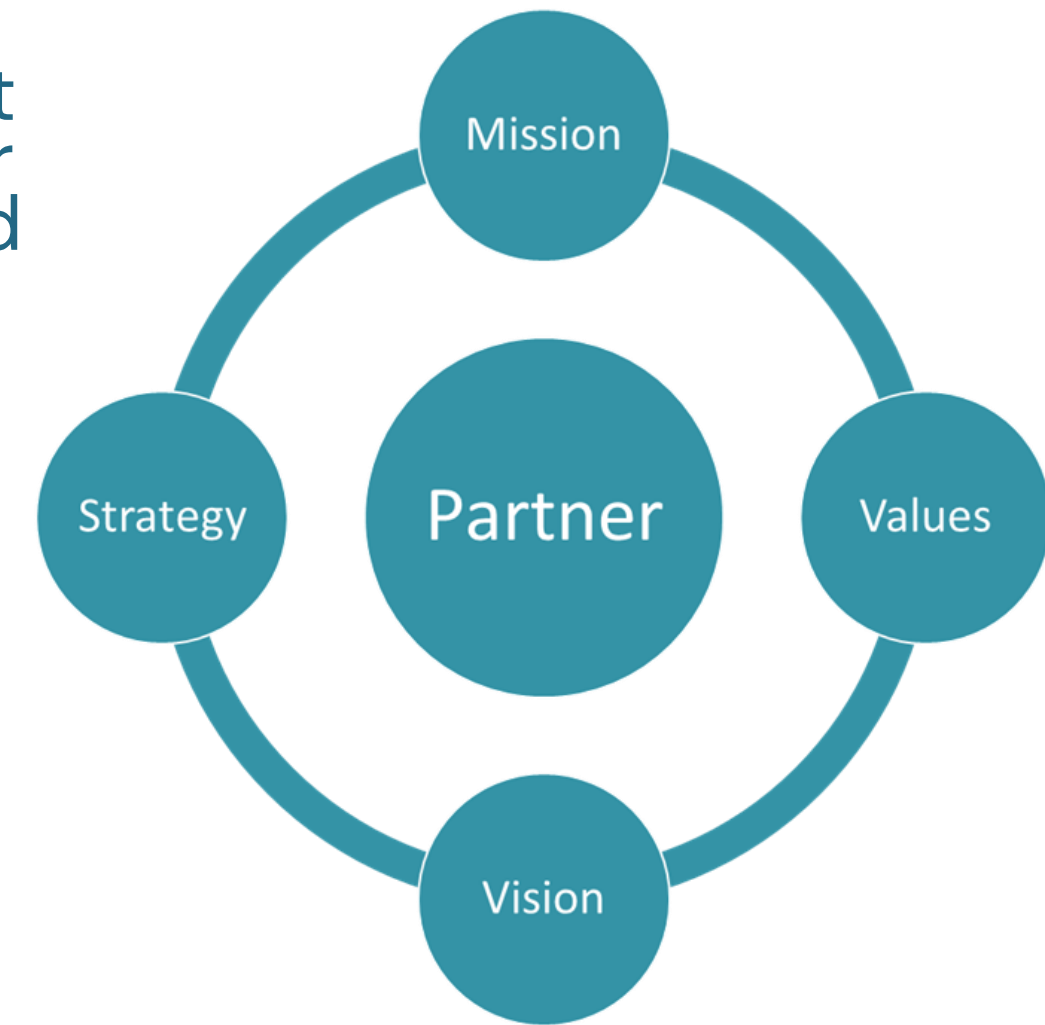
What is Parasol Alliance?



Senior Living Expertise

We specialize in strategic planning, project management and IT operations to help our clients effectively leverage technology and achieve their long-range goals.

- Serving more than **40** communities
- **Decades of** senior living expertise on our team
- Executed more than **60** strategic plans
- Completed over **500** projects
- Supporting over **8,000** end users



Our Vision: *Transform Technology Culture in Senior Living*

Award Winning Culture

18 Workplace Awards



Channel Futures
Leading Channel Partners Forward

MSP 501

2022 WINNER

#4

PARASOL  ALLIANCE



**AMBER
BARDON**
CEO



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TO WORK FOR
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Cybersecurity

In this session, we will discuss:

- what does cybersecurity really mean.
- what communities should be doing to protect themselves against cybersecurity threats.
- how to ensure your staying HIPAA compliant and proactively securing your PHI.
- what steps you should be taking to ensure your cyber-insurance eligibility and at the best rates.



What is Cybersecurity?

The practice of protecting critical systems and sensitive information.

Examples include:

- Preventative
- Training
- Monitoring
- Recovery

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Cybersecurity: Why is it Important?



- 66% of organizations were victims of cyber-attacks in the past year, with the average remediation cost of **\$1.4 million**.
- 91% of data breaches start with a phishing attack on your employees.
- **ALL** senior living organizations are required to do an annual HIPAA security assessment.
- Increased difficulty securing cyber insurance.

Cybersecurity: The Implications



The frequency of cyber attacks is rising globally while being accompanied by an increase in sophistication.

This can be worrying for many senior living communities that may lack the tools, training and other internal resources to successfully ward off malicious actors on their own.

Cybersecurity: The Implications

It's essential that senior living communities take a proactive approach to their cybersecurity policies and utilize best-in-class tools to keep their community secure and compliant.



Cybersecurity: Strategy

Today, all technology related business decisions should be made through the scope of cybersecurity and compliance in mind.



Cybersecurity Insurance

The process for securing coverage has changed.

Fewer insurance providers are offering cyber insurance and the qualifications for securing coverage have become more in depth.



What Cybersecurity Strategy Looks Like

- Baseline assessment
- Prioritization of findings
- Remediation
- Monitoring



Types of Cyber Attacks

- Malware
- Ransomware
- Phishing/social engineering
- Insider threats
- DDoS attacks
- Man-in-the-middle attacks



What Information is Being Targeted?

- Personally identifiable information:
 - Name
 - Addresses
 - Social Security numbers
 - Credit card information
 - Protected health information



Cybersecurity: Example Layers of Protection



- Network security
- Application security
- Account security
- Cloud security
- End-user education
- Disaster recovery
- Monitoring and testing

Cybersecurity Solutions: Vulnerability Scans

Goal:

Uncover vulnerabilities, threats, and risks attackers could exploit in network infrastructure, wireless, hardware, software, and web applications.



Email Security

- Back-up standards
- Disaster recovery
- Archiving
- Encryption
- SPAM and virus filtering
 - MFA
- DNS security
 - SPF
 - DMARC
 - DKIM



Cybersecurity Solutions: Vulnerability Scans

Scope:

- Researching environment
- Testing and identification
- Types
 - External
 - Internal
- Reporting
 - Data obtained from network
 - Vulnerabilities
 - Recommendations



Cybersecurity Solutions: End-User Training & Testing

Goal:

Keep staff educated and up-to-date on their role in organization's overall security.



Cybersecurity Solutions: End-User Training & Testing



Namely, 91% of all data breaches begin with a successful phishing email sent to employees.

Cybersecurity Solutions: End-User Training & Testing

Scope:

- Establish baseline
- Quarterly phishing campaigns
- Training modules, videos, quizzes
- Monthly awareness content
- Quarterly Reporting



Cybersecurity Solutions: HIPAA Security Assessment

Goal:

- Identify where and how PHI is transmitted and stored.
- Evaluate security policies and procedures used to safeguard PHI.
- Document potential threats or vulnerabilities.
- Determine likelihood of threats.



Cybersecurity Solutions: HIPAA Security Assessment

Scope:

- Planning
- Information gathering
- Assessment
- Reporting
- Remediation Plan
- Performed annually



Bringing it All Together...

1. How to build a proactive plan to minimize data breaches and ransomware attacks through vulnerability scanning and staff training.
2. What steps you should take to ensure you're securing your PHI and staying HIPAA compliant.
3. How to ensure your community's eligibility for cyber-insurance in today's environment.



Raising Tech Podcast



RAISING TECH

TRANSFORMING TECHNOLOGY CULTURE IN SENIOR LIVING

PARASOL  ALLIANCE

EPISODE 15:

CYBER-SECURITY IN SENIOR LIVING
WITH **LEE INSURANCE AGENCY**

FEATURING:

BRANDON BUSTER
DIRECTOR OF SALES



Click here
to hear
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MARCH 7-8, 2023

Thank you for attending!

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