



DELIVER QUALITY HEALTHCARE EXPERIENCES



HEALTHCARE
SOLUTION BRIEF

As a healthcare organization, you face a number of challenges. Providing quality patient care despite shifting regulations and a highly competitive marketplace is a tall order. As your patients and members increasingly evaluate their healthcare options like consumers, your growth relies on your ability to deliver better user experiences.

Meanwhile, integrated healthcare has become your new normal as mergers and acquisitions promise economies of scale that can lower costs, and new partnerships are forged to drive innovation in healthcare delivery, payments and R&D. You must onboard new applications and users quickly, but you can't sacrifice the security of the PHI, PII and financial data you store or risk non-compliance with strict regulations. Triage in today's healthcare landscape is anything but easy.

You can attend to these competing priorities with identity and access management (IAM). The Ping Identity Platform is an IAM solution that enables you to give all of your users—from physicians to patients to third parties—easy access to applications without compromising data security or compliance. Relied upon by hundreds of healthcare payers, providers and life sciences organizations, the Ping Identity Platform gives you the tools you need to:

- Support integrated healthcare delivery.
- Improve patient and member experiences.
- Prevent data breaches and maintain compliance.

SUPPORT INTEGRATED HEALTHCARE DELIVERY

In today's distributed healthcare environment, you're expected to onboard new applications and APIs quickly and make them available to diverse users, including those acquired through mergers, acquisitions and partnerships. You can rely on the Ping Identity Platform to speed deployment and enable secure access, even for millions of users. Built on open standards and able to deploy on-premises, in a private cloud or as a managed service, the Ping Identity Platform empowers you to:

- Accelerate time to value of mergers and new partnerships with instant access to resources.
- Scale to millions of new patient and member identities and accommodate for unique healthcare attributes.
- Provide appropriate access to health data with URL level, HTTP method and data layer access control.
- Maintain productivity with out-of-the-box coexistence capabilities during IT rationalization.



IMPROVE PATIENT & MEMBER EXPERIENCES

You want to offer intuitive and secure access to all of the in-house and third-party applications and APIs in your online health portal. You also need to provide your patients and members with convenient options to view, share and manage their health data and communications preferences. With the Ping Identity Platform, you can:

- Provide intuitive registration, authentication and self-service options for distinct health populations.
- Give patients and members a single login for all apps and APIs in your health portal.
- Display unified patient and member profiles by synchronizing user data from multiple sources.
- Offer sharing of health profiles and wellness data among patients, members and health proxies.

PREVENT BREACHES & MAINTAIN COMPLIANCE

Today's regulatory and cybersecurity landscapes keep you on your toes. Not only do you need to comply with regulations, like HIPAA, HITECH and PCI-DSS, you also need to protect your expanding healthcare attack surface as you make data and applications available to a growing number of third parties. If you're like most healthcare professionals, compliance and security top your list of concerns, preceded only by providing high-quality patient care. When you choose the Ping Identity Platform, you can:

- Encrypt patient and member identity data at rest, in transit and during backup.
- Enable adaptive multi-factor authentication for high-risk scenarios involving PHI, PII and financial data.
- Centrally manage access control for all health apps and APIs requiring third-party access.
- Govern access centrally to health data for in-house and third-party application developers.





THE PING IDENTITY PLATFORM

The Ping Identity Platform is a unified, standards-based solution that allows you to ensure the right people have access to the right things. From multi-factor authentication and single sign-on to access security, directory and data governance, the Ping Identity Platform has the capabilities you need to give your users secure access to cloud, mobile and on-premises applications. You can rely on the Ping Identity Platform to secure and streamline the user experience from sign-on to sign-off, and scale to support hundreds of millions of identities.

Single Sign-on (SSO): Give physicians, employees, partners, patients and members secure one-click access to all of your applications.

Multi-factor Authentication (MFA): Balance security and convenience with additional authentication factors and adaptive requirements.

Access Security: Establish policy-based access control for your apps, APIs and services.

Directory: Securely manage customer identity data at scale.

Data Governance: Control access to stored identity data, plus manage patient and member preferences, privacy and data sharing consent.

HOW PING ENSURES HEALTHY RESULTS



Ping is trusted by **more than half of the Fortune 100** to provide identity security.



Ping helps **3 of the 5 largest health plans in the U.S.** deliver quality member experiences.



Ping secures patient and trial data for **8 of the 10 largest global pharmaceutical companies.**

To learn more about how the Ping Identity Platform can help you balance security and experience, visit pingidentity.com.



Ping Identity envisions a digital world powered by identity. As the identity security company, we simplify how the world's largest organizations prevent security breaches, increase employee and partner productivity and provide personalized customer experiences. Enterprises choose Ping for our identity expertise, open standards leadership, partnership with companies like Microsoft, Amazon and Google, and collaboration with customers like Boeing, Cisco, GE, Kraft Foods, Walgreens and over half of the Fortune 100. The Ping Identity Platform allows enterprises and their users to securely access cloud, mobile and on-premises applications while managing identity and profile data at scale. Architects and developers have flexible options to enhance and extend their existing applications and environments with multi-factor authentication, single sign-on, access management, directory and data governance capabilities. Visit pingidentity.com.

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