

Enhancing Healthcare Security

Case Study

AGILEBLUE

perfect**serve**.

Company Profile

COMPANY:

PerfectServe, Inc.

FOUNDED:

1997

HEADQUARTERS:

Knoxville, TN

AGILEBLUE SOLUTION:

Cerulean AI Pro Subscription
vCISO Strategic Advisory Services

OTHER LOCATIONS:

Victoria, BC

WEBSITE:

PerfectServe.com

INDUSTRY:

Healthcare Technology

Overview

Cybersecurity in healthcare is a growing concern, with HIPAA placing tremendous pressure on SaaS products like PerfectServe to ensure the protection of sensitive patient information. The increasing prevalence of cyber threats and data breaches has amplified the need for robust security measures. Amid the complexities and rapid technological advancements within the healthcare industry, PerfectServe recognized the urgent necessity of partnering with a reliable security provider.

About PerfectServe

PerfectServe® was founded in 1997 to address the inefficiencies in managing patient messages at a medical practice, which relied on manual workflows that caused delays and frustrations for doctors, nurses, and patients. Utilizing technology from the interactive voice messaging industry, PerfectServe launched as an automated alternative to traditional medical answering services, saving time, reducing mistakes, and promoting clinician wellness.

Today, PerfectServe is a unified platform called Unite, offering integrated solutions for clinical communication, provider and staff scheduling, a cloud-based operator console, automated answering services, and patient engagement. Unite helps healthcare professionals improve patient care and clinical operations while reducing burnout by automating communication workflows, optimizing schedules, eliminating non-clinical tasks, and engaging patients in their care. Nearly 700,000 users rely on PerfectServe daily to enhance outcomes and deliver the best patient experience.



Security Challenges

PerfectServe recognized that protecting patient data goes beyond just meeting regulatory requirements; it is also essential for maintaining trust and ensuring the smooth operation of healthcare services. With this understanding, they embarked on a mission to find a security partner who could offer comprehensive solutions to guard against evolving cyber threats and ensure compliance with stringent HIPAA regulations.

The company sought an all-encompassing cybersecurity solution that integrated Endpoint Detection and Response (EDR) with a managed Security Operations Center (SOC). Recognizing the substantial resources needed to build and maintain an in-house SOC, PerfectServe decided to focus their team's efforts on enhancing clinical collaboration rather than diverting them to cybersecurity infrastructure. They realized that partnering with a managed SOC would allow them to access advanced security capabilities without the burden of developing and managing these systems internally.

In addition to a managed SOC, PerfectServe sought the expertise of a virtual Chief Information Security Officer (vCISO) to bolster their overall security strategy. By opting for a vCISO, PerfectServe aimed to strengthen their security posture without incurring the overhead costs associated with a full-time executive. This strategic move enabled them to benefit from high-level security guidance and expertise, tailored to their specific needs, without straining their resources. Through this comprehensive approach, PerfectServe aimed to create a robust security framework that not only safeguarded patient data but also supported their commitment to delivering seamless and secure healthcare services.

Overall Business Impact

Reduced Costs & Strengthened Cybersecurity Posture:

In partnering with AgileBlue, PerfectServe embarked on a collaborative journey to bolster its cybersecurity defenses. This collaboration involved close coordination between AgileBlue and PerfectServe's team, resulting in the implementation of robust security measures and advanced monitoring capabilities across their infrastructure.

Following the seamless integration of AgileBlue's solutions, PerfectServe formulated a comprehensive 12-month Security Operations Roadmap. This roadmap encompassed risk assessments, the establishment of a dedicated cybersecurity committee, and the execution of their inaugural tabletop exercise, facilitated by the expertise of the AgileBlue team. This strategic partnership with AgileBlue significantly fortified PerfectServe's security posture, ensuring proactive threat management and operational efficiency.

Notably, AgileBlue simultaneously reduced PerfectServe's vendor sprawl and delivered financial savings by displacing a prior security partner, contributing to a more streamlined and cost-effective security strategy.

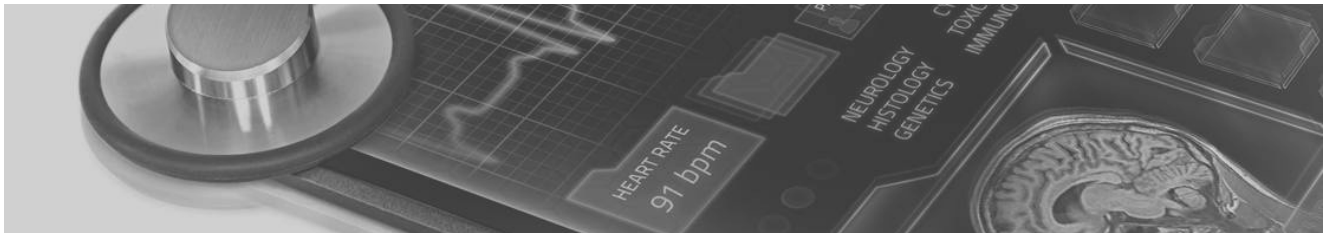
Providing Business Intelligence and Equipping Sales Teams: AgileBlue's services enables PerfectServe to rapidly gather and disseminate business intelligence, particularly regarding cybersecurity trends and threats in the healthcare industry. Providing the PerfectServe front-line sales team with this sort of data and insights assists them in the need to address client concerns, tailor their communications, and effectively position the company's services. This capability not only enhances sales efforts but also ensures that their team is well-informed and prepared to respond to industry-specific challenges.

Rapid Decision-Making and Real-Time Response: The collaboration between AgileBlue's advanced tools and vCISO's expertise allows PerfectServe to make quick, informed decisions during security incidents. This real-time responsiveness is essential for tackling threats and keeping PerfectServe's services running smoothly.



"[During a client's security incident] AgileBlue's platform and vCISO team, allowed us to move very quickly and in real-time make decisions to continue to safely provide services and protect ourselves."

BOB HACKNEY,
CHIEF TECHNOLOGY OFFICER (CTO)
PERFECTSERVE





Use Case

AgileBlue and their vCISO team demonstrated their invaluable role during a critical cybersecurity event that impacted a PerfectServe client, a nonprofit and Catholic health system with 140 hospitals. While other SaaS providers were forced to disconnect from the client's systems, AgileBlue's comprehensive security solutions allowed PerfectServe to continue providing critical communication services to hospital staff without interruptions. Here's how their collaboration with AgileBlue made a difference:

The Results

Continuous Monitoring and Rapid Response: AgileBlue's vCISO team effectively managed threat detection and ensured uninterrupted healthcare services during the event. Their continuous monitoring and rapid response safeguarded sensitive patient data, allowing PerfectServe to maintain critical communication for hospital staff.

Robust and Efficient Security Solution: The blend of managed SOC services and vCISO expertise provided PerfectServe with a robust, scalable, and efficient security solution that met both regulatory and operational needs. This allowed them to continue providing services securely while ensuring the safety of their ecosystem.

Strategic Decision-Making: AgileBlue's suite of services and vCISO expertise enabled PerfectServe to make strategic decisions in real-time during the event. This included isolating their connection with the healthcare system, securing connectivity, and ensuring the safety of their services while the client worked through the security incident.

Maintaining Connectivity and Service: Despite the security event, PerfectServe was able to maintain connectivity and provide services to the client, thanks to AgileBlue's support. This was crucial for the healthcare system to continue servicing their patients effectively.

Collaborative Approach: The collaboration with AgileBlue allowed PerfectServe to be proactive and supportive during the event. They were able to communicate with the client, provide assistance, and make informed decisions to ensure the continuity of services, unlike other providers who simply disconnected and waited for the situation to resolve.

In summary, AgileBlue's proactive and comprehensive security approach, combined with vCISO expertise, played a vital role in enabling PerfectServe to continue providing critical communication services to the client during a challenging cybersecurity event, showcasing the importance of a balanced approach between service and security.

AGILEBLUE

AgileBlue Cerulean AI combines AI-powered cybersecurity with the human touch you trust. Our SecOps platform autonomously detects, investigates, and responds to endpoints, network, and cloud cyber-attacks faster and more accurately than a traditional SOAR.

Our technology is both intelligent and automated, but we take a custom approach for every client we work with, analyzing and detecting exactly what matters most. Our products are entirely cloud-based with advanced machine learning and user behavior analytics, all supported by our U.S.-based team of cyber experts.

For more information, visit our website: AgileBlue.com.

Ready to start protecting your company?

Request a Demo