
AWS
re:Invent

MKT206

Simplify healthcare compliance with third-party solutions

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Agenda

Challenges with meeting healthcare compliance

Addressing compliance with third-party solutions in AWS Marketplace

How Redsson solved its compliance challenges



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Challenges with healthcare compliance



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Regulatory compliance is a must



A compliant infrastructure to process and store electronic protected health information (PHI) that is protected under HIPAA (in the USA) is needed

The consequences of non-compliance are both direct and indirect

Direct costs:

- Regulatory fines for non-compliance
- Damages / settlements for legal disputes
- Financial loses due to business disruptions



Indirect costs:

- Poor patient care / outcomes
- Erosion of trust with customers and partners
- Damaged brand



source: HHS' Office for Civil Rights Research Report 2020

Healthcare compliance is complex

HIPAA compliance can be costly, time consuming, and complex, creating an administrative burden

Securing patient data while enabling frictionless data interoperability and regulatory compliance can be challenging without the proper support and expertise



Addressing compliance with third-party solutions in AWS Marketplace



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aws marketplace



Selection, speed, and agility

Quickly procure and use products from healthcare software sellers to help address your compliance needs



Flexible pricing and terms

Test software, pay as you go, negotiate custom terms, and save money with long-term commitments



Control and governance

Centralize governance, innovate quickly, and launch software products that align with your organization's policies and compliance requirements

aws marketplace

- Customers can discover from 8,000+ product listings from 1,600+ participating SW vendors
- 290,000+ active customers
- 1.5M+ subscribers
- 50 categories

Examples of sellers with healthcare compliance solutions

8K Miles

CYBER MDX

dash™

https://aws.amazon.com/marketplace

CASE STUDY

8K Miles

Challenge:

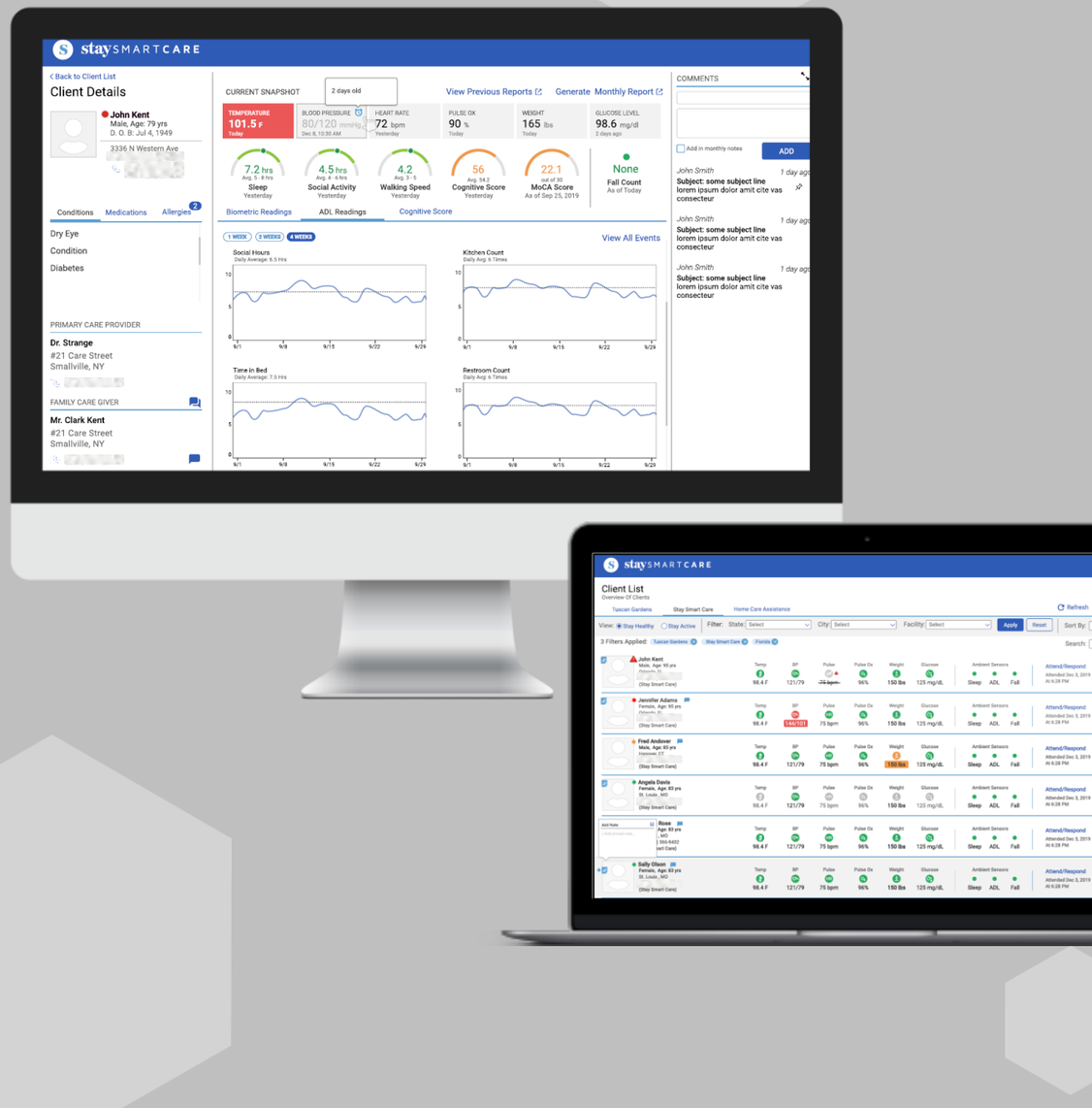
Regulatory compliance across the healthcare enterprise is a **major healthcare IT challenge** for Stay Smart Care

Solution:

8K Miles helped Stay Smart Care provide the platform and infrastructure they needed to **meet compliance requirements** with disparate devices and sensors that remotely monitor their patients

Available in aws marketplace

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CASE STUDY

CYBER MDX

Challenge:

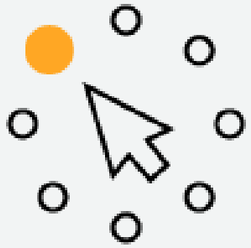
Ensuring the **operational continuity of critical assets** and the **security of patient and facility data** was a challenge for Assuta Medical Centers

Solution:

The CyberMDX solution helped Assuta Medical Centers identify and secure clinical and IoMT assets throughout their system

Available in aws marketplace

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~400 hours saved in asset inventory mapping labor



50% reduction of potential new and unknown threats



"Because our CyberMDX Core was set up on AWS, we are able to minimize lead times, reduce IT costs, and reduce complexity in both HW and operations while maintaining high availability in a secured and compliant environment."

Chief Information Security Officer

CASE STUDY

dash™

Challenge:

Redsson, a B2B software and services company, needed a solution which handled both the technical and administrative controls of HIPAA as well as a partner with experience assisting healthcare apps to deploy into AWS

Solution:

The Dash ComplyOps solution helped Redsson simplify HIPAA administrative and technical safeguards and streamline their compliance process

Available in aws marketplace

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“Even once we moved to the proprietary HIPAA cloud, we still struggled with security questionnaires due to not having enough internal formal policies nor an understanding of how to handle the types of questions we received.”

Jacob Parsell
CTO, Redsson

redsson

Case study: Achieving HIPAA compliance through Dash Solutions

Jacob Parsell
Chief Technology Officer, Redsson

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Redsson offers a range of technical solutions for healthcare

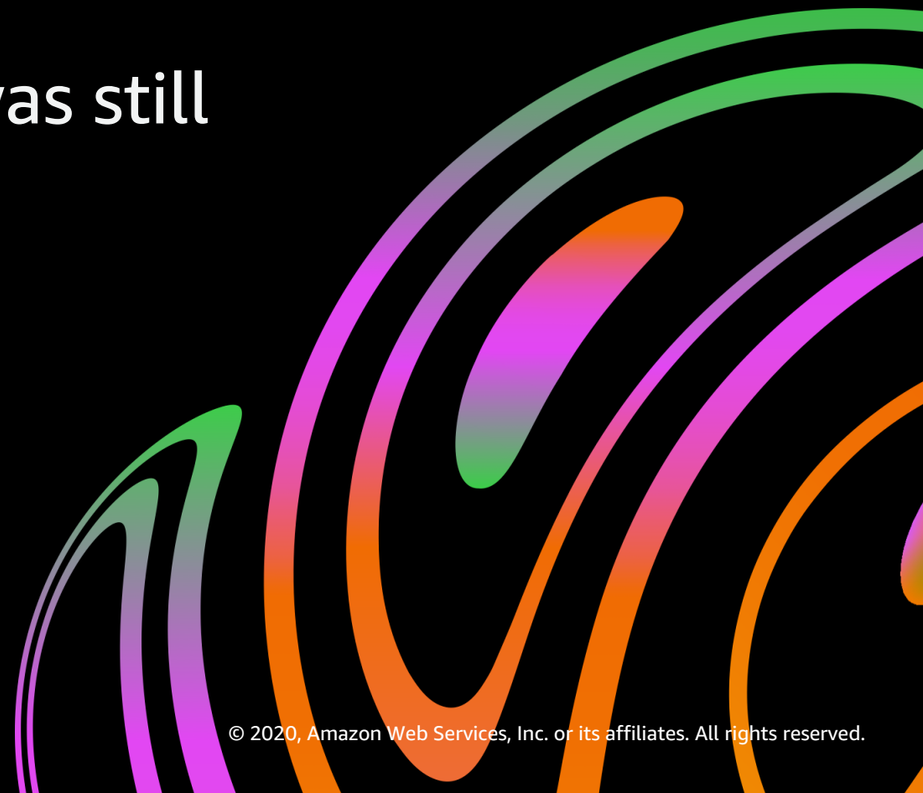
One of our offerings is a service that helps healthcare systems' cancer registries find lost patients and maintain follow up communication with them



Our challenge

redsson

- Disparate infrastructure across multiple hosting providers
- Using a proprietary “HIPAA cloud” separate from the rest of our environment
- Technical controls were set, but compliance was still unresolved
- HIPAA administrative challenges were not addressed yet



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Our evaluation

Evaluating the right solution

- Can we build it?
- Is it core to what we do?
- Has a vendor solved most of it?
- How long until we realize value?
- Total cost

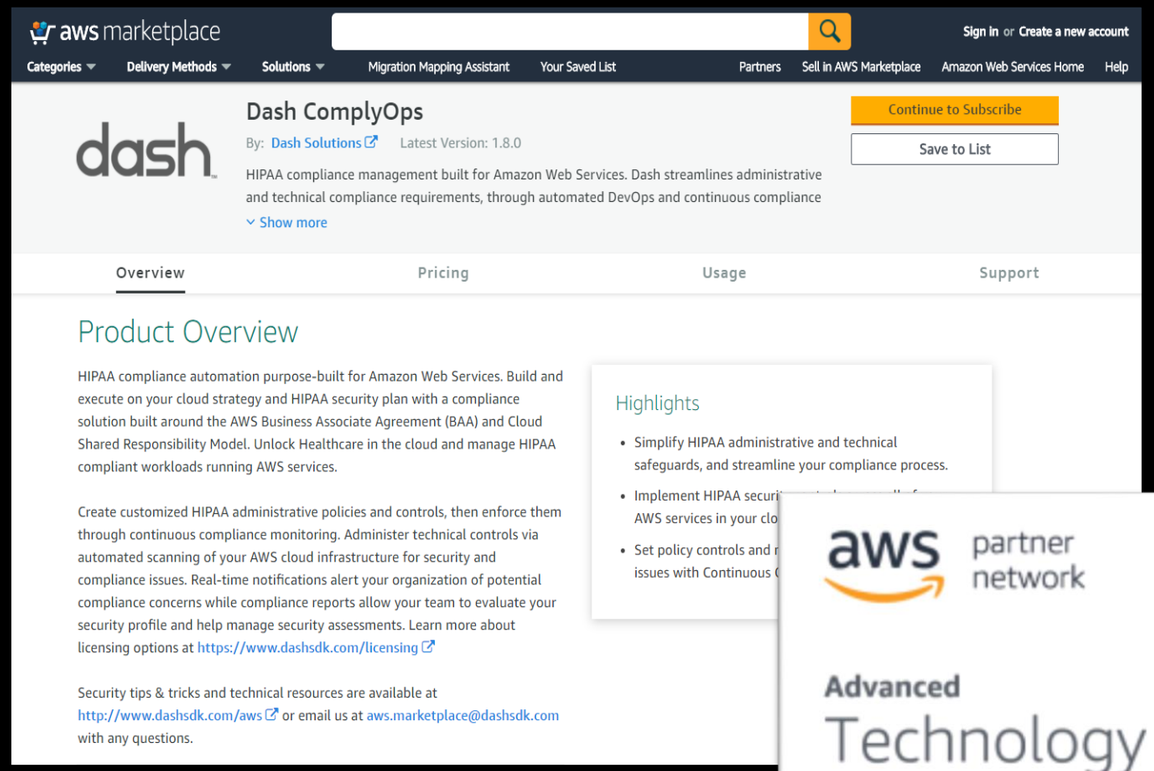


The solution

redsson

Compliance with Dash Solutions

- Consultative approach
- Dash ComplyOps
  - ✓ Helped us rework policies
  - ✓ Successfully migrated to AWS
  - ✓ Ensure ongoing compliance
  - ✓ Available on AWS Marketplace





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The results

redsson



4–6 weeks

POLICY TIME SAVED



100+

AWS SERVICES AVAILABLE



1

VIEW FOR COMPLIANCE



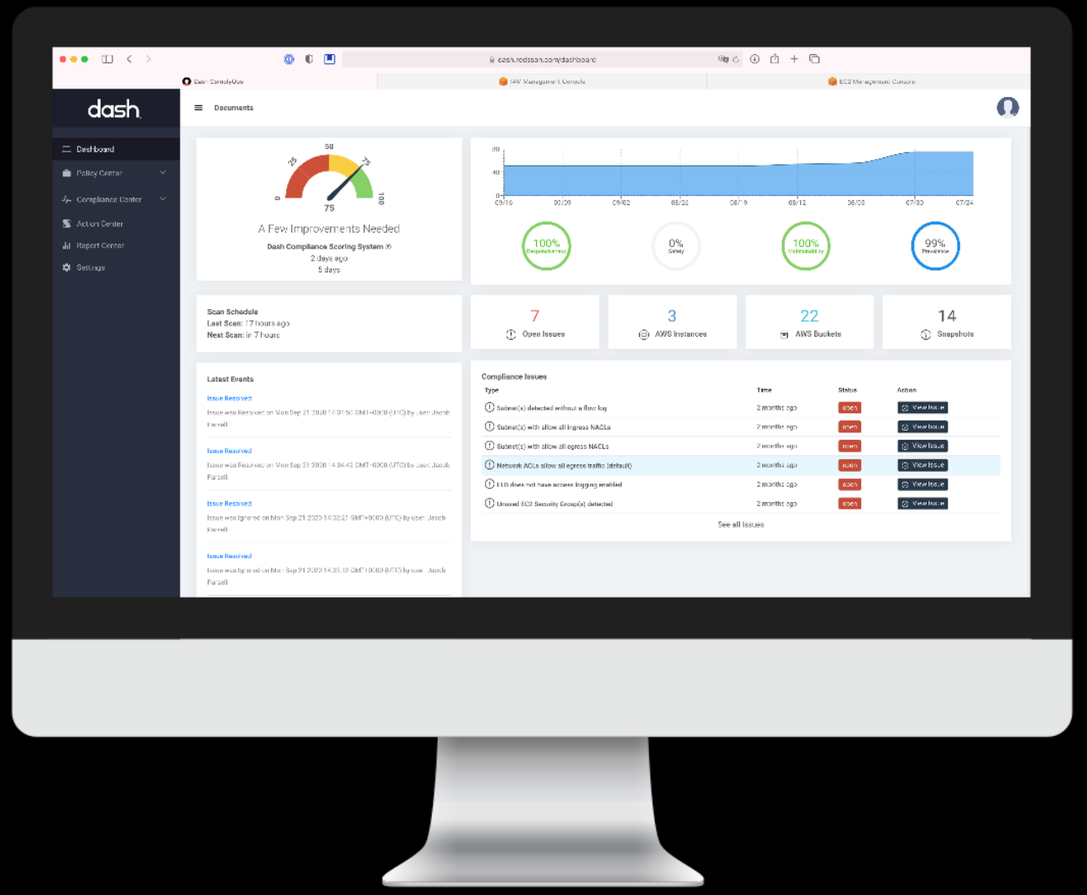
2–3x

COST SAVINGS REALIZED

The results

redsson

- More agile with **3x more** deploys per month
- Reduced engineering time spent **by 50%** on deploys
- Reduced costs on running infrastructure **by 50%**
- Standardized deployment and better understanding of the whole system



What to consider

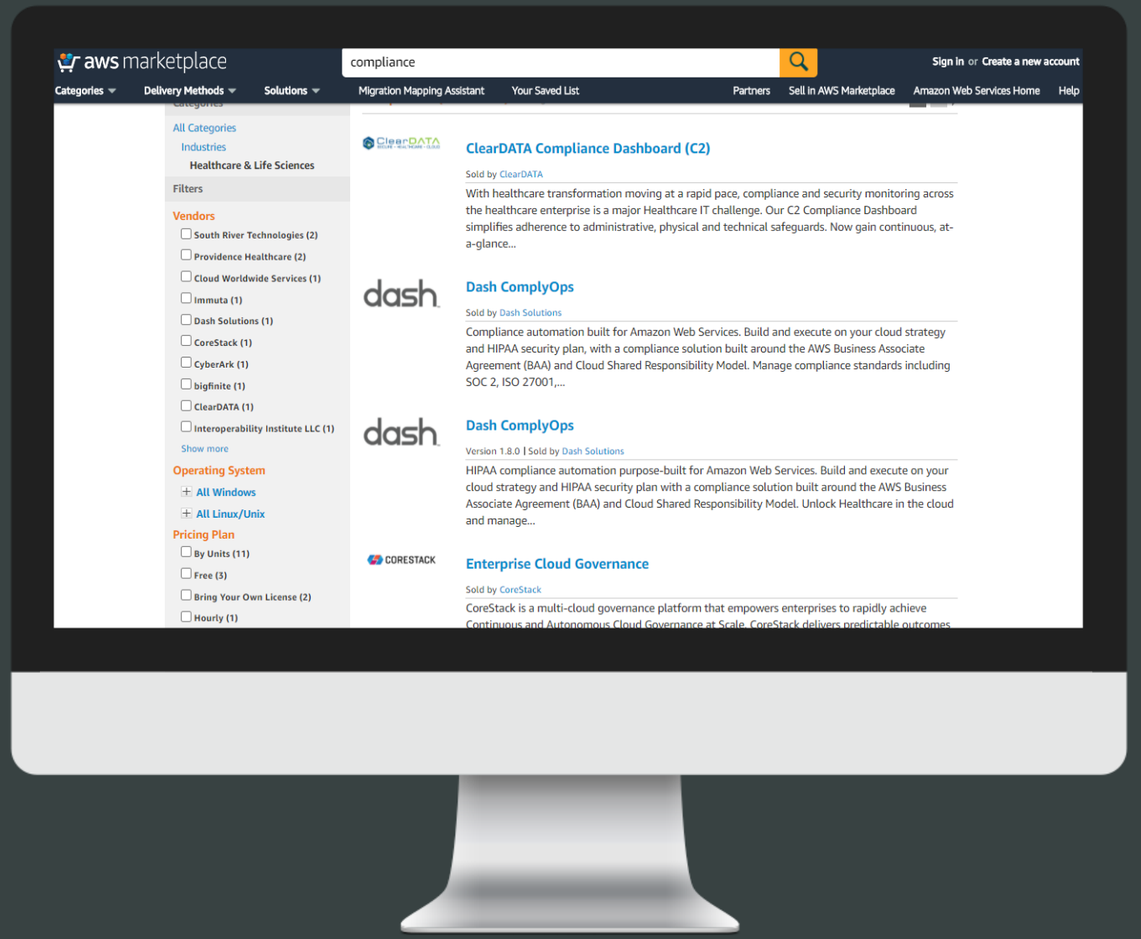
- Build versus buy
- Understand the shared responsibility model
- Ensure data is encrypted at rest
- Audit and log all activity
- Know which AWS resources are compliant
- Know how to configure AWS resources to be compliant



Discover more healthcare solutions

aws marketplace

aws.amazon.com/marketplace/solutions/healthcare



Join us for other AWS Marketplace and AWS Data Exchange sessions

MKT201: Accelerate application modernization with off-the-shelf containers
MKT202: Ignite migration and modernization in a DevSecOps world
MKT203: Migrate and build on AWS and set up software faster with experts
MKT204: Who gets what? Manage software licenses across AWS accounts
MKT205: Navigating COVID-19 and optimizing wine delivery with data
MKT206: Simplify healthcare compliance with third-party solutions
MKT207: Find, buy, and manage software on your terms
MKT208: Use data to win NFL daily fantasy sports
MKT209: Accelerate machine learning projects with pretrained models

MKT301: Greenfield to self-service automation
MKT302: Clarity and control: Mastering your third-party software spend
MKT303: Balance agility and control with curated software procurement

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Healthcare sessions at re:Invent 2020

ID	TITLE
HLC201	Healthcare Executive Outlook: Accelerating Transformation
HLC202	Making Healthcare More Personal with MetroPlus Health
HLC203	Securing Personal Health Information and High Risk Data Sets
HLC204	Accelerating the Transition to Telehealth with AWS
WPS202	Transform research environments via Service Workbench on AWS
WPS209	Re:inventing medical imaging with machine learning on AWS
WPS211 – PT1	Achieving Healthcare Interoperability with FHIR Works on AWS
WPS211 - PT2	Achieving Healthcare Interoperability with FHIR Works on AWS
AIM303	Using artificial intelligence (AI) to automate clinical workflows
AIM310	Intelligent document processing for healthcare organizations
MKT206	Simplify healthcare compliance with third-party solutions
GPS211	AWS Partners Driving Innovation Amidst the COVID Pandemic

Join us for all AWS Marketplace & AWS Data Exchange sessions:

re:Invent Week 1			
Date	Time	Session ID	Title
Tuesday, December 1	1:00- 1:30PM PT	MKT207	Find, buy, and manage software on your terms
Wednesday, December 2	8:15- 8:45AM PT	MKT202	Ignite migration and modernization with DevSecOps
Wednesday, December 2	3:00- 3:30PM PT	MKT302	Clarity and control: Managing your third-party software spend
Thursday, December 3	1:00- 1:30PM PT	MKT204	Who gets what? Manage software licenses across AWS accounts
Available on-demand starting December 4			
re:Invent Week 2			
Date	Time	Session ID	Title
Tuesday, December 8	10:30- 11:00AM PT	MKT303	Balance agility and control with curated software procurement
Tuesday, December 8	12:00- 12:30PM PT	MKT301	Greenfield to self-service automation
Wednesday, December 9	11:15- 11:45AM PT	MKT203	Migrate and build on AWS and set up software faster with experts
Thursday, December 10	2:30- 3:00PM PT	MKT205	Navigating COVID-19 and optimizing wine delivery with data
Available on-demand starting December 11			
re:Invent Week 3			
Date	Time	Session ID	Title
Tuesday, December 15	11:30AM- 12:00PM PT	MKT208	Use data to optimize your daily fantasy sports football lineups
Wednesday, December 16	8:45- 9:15AM PT	MKT206	Simplify healthcare compliance with third-party solutions
Thursday, December 17	8:45- 9:15AM PT	MKT209	Accelerate machine learning projects with pretrained models
Thursday, December 17	2:45- 3:15PM PT	MKT201	Accelerate application modernization with off-the-shelf containers

Thank you!

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Please complete the session survey

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