

## Improve Cyberfraud Defenses and Help Ensure Patient Identity with Dynamic Threat Intelligence



By the end of 2020, over 50 million patients were able to view their clinical notes through a patient portal, an increase in patient data access of more than 10 million since the prior year.\* While use of devices such as laptops, tablets and mobile phones to perform tasks such as scheduling appointments, viewing lab results, filing claims and accessing telemedicine care has increased, so have concerns regarding healthcare data security and privacy.

The need to maximize security and maintain a positive patient experience has driven the development of a multi-layered approach to ensure authentication of a patient's digital identity. LexisNexis® ThreatMetrix® for Healthcare leverages device assessment capabilities paired with behavioral biometrics and a sophisticated contributory network to ensure that the person and the device being used to facilitate a transaction have not been compromised.

# Security and Patient Friction are a Balancing Act

Increased access to patient data and the use of mobile devices have increased security risks, creating challenges in the healthcare industry:



Patients are demanding better security and privacy



Frequent and obtrusive step-up challenges frustrate patients



Cybercriminals are sharing data across cyberfraud rings



Traditional, static authentication methods are no match for sophisticated cybercriminals



Costs of cybercrime encompass patient attrition, fines, reputation damage and lost profits

**ThreatMetrix can transform the way your healthcare organization secures transactions and patient access from cybercrime without causing unnecessary frustration.**

## Help prevent cybercrime while providing a seamless, personalized patient experience

It's important to ensure that users are who they say they are before they are permitted to access sensitive patient data or perform high-risk transactions such as requesting healthcare records protected by HIPAA outside of the firewall. Data security measures, however, should verify and authenticate users without being frustrating for the owner of the record to access.

ThreatMetrix helps healthcare organizations understand the digital DNA of users to spot suspicious behavior. It helps to assess the risk of the digital identity attributes of every person requesting access to healthcare information. By combining the integral components of LexID® Digital and

the LexisNexis Digital Identity Network®, ThreatMetrix delivers powerful risk decisioning that combines robust digital identity intelligence with relevant transaction insights.

ThreatMetrix harnesses intelligence related to devices, locations, identities and past behaviors across one of the largest global digital networks to distinguish between trusted and fraudulent behavior. It connects online and offline identities across all touchpoints and helps protect the integrity of patient identity by proactively detecting the presence of high-risk or anomalous digital behavior that can signal potential cyberfraud before a transaction can be processed.

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**LexisNexis® Risk Solutions provides implementation and optimization of best-in-class cyberfraud, identity and authentication solutions.**

### **Differentiate between trusted users and cyberthreats**

The best way to tackle cybercrime is to harness the power of data from a shared network. The ThreatMetrix platform collects and processes shared intelligence from millions of consumer interactions including new account applications and logins. Using this information, LexisNexis® Risk Solutions creates a unique digital identity for each user by analyzing the connections between devices, locations and anonymized personal information.

Behavior that deviates from this trusted digital identity can be accurately identified, alerting systems to potential cyberfraud. Suspicious behavior can be detected and rejected before a transaction is processed.

Powered by shared intelligence from the ThreatMetrix Digital Identity Network, ThreatMetrix uses a unique, anonymous, alphanumeric identifier that transforms digital authentication and cyberfraud prevention. It provides an innovative and reliable method to unite online attributes enabling organizations to help establish the true digital identity of their patient, employee and remote employee users. This enables organizations to recognize returning users behind multiple devices, email addresses, physical addresses and account names.



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## End-to-end decisioning capabilities

Balancing the quality of a patient's online experience with effective fraud control is a complicated endeavor. The ThreatMetrix decision platform supports both objectives through four key functions:

### Behavioral Analytics

Helps healthcare organizations understand user behavior, while detecting potential cyberfraud and reducing false positives.



### Integration and Orchestration

Includes complementary LexisNexis Risk Solutions identity authentication solutions that allow a highly configurable, multi-layered identity assessment workflow.

### Machine Learning

Integrates seamlessly with business rules and Smart Rules, which brings an element of personalization into risk decisioning. Your organization has the ability to incorporate a machine-learning model that can quickly adapt to changing behavior.

### Case Management

Enables continuous optimization of authentication and cyberfraud decisions with visualization, data correlation and exception handling for complex caseloads. It integrates analyst feedback and third-party systems through an API for additional feedback, improving future cyberfraud decisions.

To optimize your patient identity strategy, call 866.396.7703 or visit [risk.lexisnexis.com/contact-us](https://risk.lexisnexis.com/contact-us).



Health Care

#### About LexisNexis® Risk Solutions

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Our healthcare solutions combine proprietary analytics, data science and technology with the industry's leading sources of provider, member, claims and public records information to deliver insights that improve cost savings, health outcomes, data quality and compliance. For more information, please visit [risk.lexisnexis.com/healthcare](http://risk.lexisnexis.com/healthcare).

\*ONC Final Rules Sparked 10% Patient Data Access Increase in 2020, Patient Engagement HIT, Sara Heath

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