

PK Protect

Simplify HIPAA Compliance with PKWARE

What is HIPAA?

The Health Insurance Portability and Accountability Act (HIPAA) of 1996 established a set of security standards used to protect the confidentiality of Protected Health Information (PHI), defined as any information that can be used to identify an individual and relates to an individual's health condition, health care, or payment for health care. In addition to protecting medical records, prescription details, and personal information, the standards outlined in HIPAA are intended to improve the efficiency and effectiveness of the US healthcare system by encouraging the use of electronic data exchange.

As a result of digital transformation in the healthcare industry, the Health Information Technology for Economic and Clinical Health (HITECH) Act was passed in 2009. The HITECH Act strengthened HIPAA's data protection mandates by increasing the fines organizations face for failures to comply with HIPAA and by requiring covered entities to notify regulators, individuals, and the media in the event of a data security breach involving PHI. Today, these two laws apply to any entity and their business associates that "access, maintain, retain, modify, record, store, destroy, or otherwise hold, use, or disclose PHI."

As of March 31, 2021, 99 HIPAA violation cases have resulted in a combined total of \$135,298,482 of fines imposed.
—hhs.gov

Does My Organization Need to Comply with HIPAA?

HIPAA requires that PHI remain private and secure at all times. It also gives patients control over their data and outlines processes for handling patient complaints and reporting data breaches. If your organization is a health plan, healthcare provider or clearinghouse, or any other company that creates, handles, or processes health care data, you may be required to comply with HIPAA. Visit the US Department of Health and Human Services (HHS) [HIPAA for Professionals](#) webpage for more information and guidance.

How Can PKWARE Help Us Meet HIPAA Compliance Requirements?

PKWARE's PK Protect is a comprehensive suite of data discovery and protection products that work together to prevent PHI and other sensitive data from being lost, stolen, or inappropriately shared as it is created and used amongst doctors' offices, labs, hospitals, and billing departments. For analytics of HIPAA data, PKWARE uses a variety of obfuscation techniques to de-identify HIPAA information to allow organizations to stay compliant while also retaining the value of their data. PKWARE can help your organization protect all PHI throughout the data lifecycle—regardless of how or where it is stored or used—supporting your compliance with HIPAA's privacy and security rules and other requirements for compliance.

PK Protect Suite



PK discovery



PK classification



PK masking



PK encryption



PK privacy

How PKWARE Solutions Help with HIPAA Compliance

The **PK Protect** Suite is comprised of the following modules, all of which can be controlled from a single interface and include detailed reporting for documented HIPAA compliance:

- **PK Discovery:** Without requiring a single line of code, PK Discovery delivers fine-grained, aggregated optics into what sensitive data you have and where it resides. Find information stored on file servers, big data repositories, databases, endpoint devices, and across the enterprise. Integration with other PK Protect Suite capabilities can then trigger automatic encryption, masking, redaction, or other remediation for sensitive information.
- **PK Classification:** Access a powerful, easy-to-use policy builder capable of categorizing data based on specific needs. Classification policies can be created for complex scenarios or basic classification frameworks. Persistent classification also provides valuable insight, which can be integrated with your access control system to ensure constant privacy of sensitive personal data.
- **PK Masking:** Maintain control of sensitive data by masking it consistently across data stores. Static masking options can keep the data masked at rest, while dynamic masking options only mask data when it is in use. Automatically mask sensitive data in a DBMS to fully leverage the entire data set for more accurate and meaningful insight and measurement.
- **PK Encryption:** Quickly secure files and data without application changes, additional infrastructure, or professional services, and all without disrupting existing workflows. PK Encryption empowers both persistent encryption that applies protection directly to the data, or transparent data encryption for protecting stored data on enterprise servers.
- **PK Privacy:** This right-to-know discovery solution indexes identities and the data about those identities. Once PK Privacy discovers data, it can automatically encrypt, mask, redact, delete, or otherwise remediate personal information as requested. Continuous monitoring for privacy data makes it easy to respond to a DSAR with the right policy.

Customer Success with PKWARE: HIPAA Compliance at CMS

Did you know that the Centers for Medicare & Medicaid Services (CMS), the federal government agency responsible for enforcing HIPAA requirements, uses PKWARE to meet its own HIPAA compliance requirements? PKWARE also helps CMS securely exchange sensitive health information with hundreds of external partners, including other government agencies, research labs, universities, and large corporations, through smart encryption. [Read the full case study.](#)

CMS installed PKWARE's PK Encryption application on desktops, laptops, and mobile devices for more than 6,000 employees, in addition to implementing PKWARE protection for data exchange with more than 250 partner organizations.

Reduce the Risks and Costs of HIPAA Compliance with PKWARE

Has your organization experienced a data breach or failed a compliance audit? Are compliance costs out of control? Not sure where to start? Wherever you are on your HIPAA compliance journey, PKWARE can help. From the moment PHI is created, PKWARE can help you keep track of it and protect it as it is used and shared to drive better patient experiences. PK Protect is an integrated and automated solution proven to reduce the risks and costs of HIPAA compliance. Get on a better path with PKWARE today. [Learn more about how we support your HIPAA compliance.](#)

About PKWARE

PKWARE offers the only data discovery and protection solution that locates and secures sensitive data to minimize organizational risks and costs, regardless of device or environment. Our ultra-efficient, scalable software is simple to use on a broad range of data types and repositories, enabling precise, automated visibility and control of personal data, even in the fastest-moving, most complex IT environments. With more than 1,200 customers, including many of the world's largest financial institutions, retailers, healthcare organizations, and government agencies, PKWARE continues to innovate as an award-winning global leader in data discovery, security, and compliance. To learn more, visit [PKWARE.com](https://www.pkware.com).

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