

# DATA BREACHES: A POTENTIALLY COSTLY RISK FOR YOUR PRACTICE

“ There are only two types of companies:  
Those that have been hacked, and those that will be.”

(Former FBI Director Robert Mueller)


|   |   |   |
|---|---|---|
|  <p>A complete medical record is highly valuable to criminals:<sup>3</sup></p> | <h2>\$1,000</h2> <p>ON THE DARK WEB</p> |  <ul style="list-style-type: none"><li>» \$1 for SSN number</li><li>» \$5 for credit card/ CVV combination</li></ul> |
|---|---|---|

## HEALTHCARE DATA BREACHES ARE COSTLY:<sup>4</sup>



AVERAGE TOTAL COST  
**\$6.45M**

**65% more** than the US average



AVERAGE COST PER RECORD  
**\$429**

**177%** of the US average of \$242

DATA BREACHES AFFECT BOTH LARGE AND SMALL ORGANIZATIONS:<sup>5</sup>

## 50%

— Healthcare organizations experiencing a data breach with 1,000 or fewer employees

THE TOP THREAT ACTIONS ALL INVOLVE EMPLOYEES OR PARTNERS:<sup>5</sup>

- 1. Error:** 33.5% (incidents) / 35.1% (breaches)
- 2. Misuse:** 29.5% (incidents) / 30.7% (breaches)
- 3. Physical (mostly loss/theft):** 15.6% (incidents) / 16.4% (breaches)\*

\* 75% of these were theft of a laptop (44%) or paper documents (31%)

DATA BREACHES COST MEDICAL PRACTICES BUSINESS:<sup>4</sup>

## 7%

— Abnormal customer turnover after a healthcare data breach

**80% higher than the US average**