Integrating Social Media
Securing an Open Technology
The Social Media Challenge
Organization Overview
Managing the Risk
Policy and Standards
Monitoring
Response

Agenda
Christ Centered:
“Extending the Healing Ministry of Christ”

Largest Not-For-Profit, Protestant Healthcare Organization in the US
Healthcare Facilities in 10 States
6,694 Licensed Beds
50,000 Employees
8,700 Physicians
2 Hospital Divisions (7 regions, 37 hospital campuses)
Long-Term Care Division
Total Operating Revenue of $5.7 Billion
Serving 5 Million Patients Annually

Winter Park, Florida
Healthcare organizations compete in a diverse business environment. To improve operations, market their services, communicate with a mix of customers, train and educate employees, physicians, third parties, and patients. Develop customer loyalty, attract skilled clinical staff, and embrace new technologies.
Social Media Challenge

RISK

- Designed to share information openly
- Sharing of confidential information
- New jump point for malware
- Data from unreliable sources
- Technologies are not fully evolved
- Reputational harm

Social Media is not secure
Risk-based Approach

Security is not responsible for everything
Manage the Risk

Apply risk management techniques
Policy

- Purpose and scope of use
- Who will be provided access
- Create an exception process
- Set expectations
- Clearly define penalties for non-compliance
- Exceptions

Standards of Conduct

- Ensure they address electronic forms of communication
- Tie into organization’s ethical standards
- Explain “digital persona”
- Address what to do and what not to do
Monitoring For Compliance

Procedures And Technologies

Internet Use Monitors
Internet Filters
Content Management

Automated Alerts

Periodic Manual Reviews

Web Crawlers Services
Develop a plan

Treat as an incident

Collaborate

Clearly define responsibilities

Documentation and evidence gathering

Incident Response Plan

Employees

Physicians

Vendors

Patients

Government

Community
Questions
Extending the healing ministry of Christ