

## SECURE PATIENT DATA BY SAFEGUARDING DATA INTEGRITY

With the rise of ransomware attacks and data breaches, it is now more than ever essential for healthcare companies and medical practices to satisfy privacy and compliance regulations while keeping costs in line. Cloud-based backup is a best practice strategy for protecting the vast amount of data stored within a changing healthcare environment, including records, research, and patient files.

Maintaining the security and availability of patient data demands that your practice complies with strict privacy regulations, like HIPAA, HITECH ePHI, and others. KeepItSafe® offers a comprehensive data-security strategy, providing enterprise-class, cloud-based backup and Disaster Recovery-as-a-Service (DRaaS) solutions for the healthcare industry's full range of needs.



## COMPREHENSIVE DATA PROTECTION

KeepItSafe, a business cloud backup solution, is your full-service data-security partner. Our custom cloud backup and recovery solution provides seamless and continuous data protection no matter where your data resides.



### KeepItSafe Online Backup and Recovery

Secure, scalable, and easy-to-manage online backup managed with 24/7 support.



### KeepItSafe Mobile Backup

Endpoint backup, file sharing, collaboration, and data-loss prevention in one unified solution.



### KeepItSafe Disaster Recovery

Available fully managed and monitored Disaster Recovery-as-a-Service.



### KeepItSafe Cloud2Cloud

SaaS application backup exceeding basic SaaS cloud-provider protection levels.

## KeepItSafe SATISFIES HEALTHCARE INDUSTRY COMPLIANCE REGULATIONS

A major compliance challenge that often goes unrecognized (until it's too late) is that healthcare practices may entrust their data to cloud providers who fall short of supplying full data compliance. Cloud security firm SkyHighNetworks reports that fewer than 10% of cloud vendors encrypt customer data while it's at rest in the cloud.

KeepItSafe delivers enterprise-class online backup and disaster recovery that provides highly encrypted protection of all data whether it's at rest or in flight, ensuring the easy and secure retrieval of data for eDiscovery needs, disaster recovery, or simply to retrieve a lost file. KeepItSafe exceeds HIPAA demands for:

- Technical Safeguards:**
  - ✓ ISO-27001 certification
  - ✓ 256-AES encryption
  - ✓ A solution suite to protect your entire digital footprint
- Physical Safeguards:**
  - ✓ Geographically redundant tier-4 data centers
  - ✓ Offsite backup (which HIPAA explicitly demands)
  - ✓ 24/7 live support from trained and certified engineers
- Administrative Safeguards:**
  - ✓ Policies and procedures dedicated to protecting ePHI
  - ✓ Third-party employee training on HIPAA
  - ✓ Consultation for covered entities
  - ✓ Business Associate Agreements



## ESSENTIAL SOLUTIONS FOR COMPLETE CLOUD-BASED DATA PROTECTION

KeepItSafe offers simple, secure, and managed cloud backup and disaster recovery solutions for healthcare providers. In addition, we have joined with Veeam to provide cloud-based online backup and Disaster Recovery-as-a-Service (DRaaS). In tandem with Veeam, KeepItSafe can provide professional services to lead you through cloud-based disaster recovery planning and to advise you on the optimal disaster recovery plan, whether that be a simple backup or full replication.

### KeepItSafe ONLINE BACKUP

Not all cloud-based online backup services are created equal. Global site options, top-tier networks, and 100% availability are keys to a comprehensive backup strategy. KeepItSafe Online Backup provides a powerful and reliable feature-set to help you avoid the risk of catastrophic data loss.

KeepItSafe Online Backup can also leverage Veeam Cloud Connect to enable healthcare companies and medical practices to access the KeepItSafe global data center network. This lets you keep an up-to-date copy or secondary copy of your virtualized applications in the KeepItSafe cloud to restore files and virtual disks to your local environment swiftly.

### KeepItSafe DISASTER RECOVERY-as-a-SERVICE

Critically recognized as a trusted leader in Disaster Recovery-as-a-Service (DRaaS), KeepItSafe provides a consistent user experience and reduced overall cost to protect your data (backup + replication + cloud = KeepItSafe DR).

- » High-Speed Recovery
  - Enables low recovery time objectives (RTOs) of < 15 minutes.
- » Data Loss Avoidance
  - Avoids data loss with low recovery point objectives (RPOs) of < 15 minutes.
- » Verified Protection
  - Restore every file, app and VM with automated backup and DR testing.
- » Leveraged Data
  - Low-risk deployment with a production-like test environment.
- » Complete Visibility
  - Proactive monitoring and alerting of issues before operational impact.

The ideal data-protection service for the healthcare industry. KeepItSafe with Veeam Cloud Connect Replication is a fully integrated, fast, and secure way to back up and restore data to and from the cloud.

#### The 3-2-1 Rule

The 3-2-1 rule states that you need to keep 3 copies of your data stored on 2 types of media, with 1 copy being off-site.

Getting backups off-site can be challenging due to limited bandwidth, exploding data sets, and a lack of resources required to build or maintain a true off-site backup repository.

With KeepItSafe Online Backup you can master the 3-2-1 rule without dumping money and resources into a second site or adding bandwidth—just leverage the KeepItSafe cloud backup repository services.



Create 3 copies of your data (1 primary copy and 2 backups)

Store your copies in at least 2 types of storage media (local drive, network share/NAS, tape drive, etc.)

Store 1 of these copies off-site

Using best practices will save your practice time and provide partners, physicians, support staff, and patients with peace of mind knowing that the entity's entire system and data are protected and in compliance. Contact us to schedule your free Network Evaluation and Data Protection Assessment, as well as to begin a free trial.

**KeepItSafe offers comprehensive cloud data availability solutions — contact us**

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