CASE STUDY

Baptist Health achieves much-needed visibility to bolster its cybersecurity defenses

A leading healthcare provider deployed Sepio's Asset Risk Management (ARM) solution to enhance asset visibility, closing their existing blind spots

Baptist Health Medical Group operates and relies on an extensive system of medical devices, IoT, and traditional IT equipment, all of which needs to be properly managed. Baptist has struggled to gain 100% visibility across all its assets using its existing tools and needed to close the gap as part of its Zero Trust initiative.

A lack of asset awareness means that "understanding what's in our facilities at any given time is a big challenge," says Michael Erickson, CISO of Baptist Health. This is a significant risk as the new generation of attack tools and methods are "getting more sophisticated and exploiting environments from the physical layer up."

Despite having invested in multiple security tools, the visibility gap and blind spots were still principal issues. Baptist's security team searched for a new solution that would close this gap, without a heavy lift, network infrastructure modification, or need for a specific hardware security expert. They found Sepio's Asset Risk Management solution ideal for their needs, providing a new source of information that perfectly integrates with Baptist's existing cybersecurity technology stack.

This year was an especially difficult year for healthcare providers, not only because of the post-pandemic medical aspects: limited security in the work-from-home setup and the increase of uncontrolled asset risks in the healthcare vertical pushed Baptist Health to look for the missing piece of the puzzle that would bolster their cybersecurity defenses.

Security solutions cannot differentiate between a legitimate HID, a MAC spoofing device or any other uncontrolled asset, thus allowing the latter to bypass security controls and expose asset risks. With countless assets in use at Baptist Health, ranging from critical medical devices to everyday peripherals, there is cause for concern regarding their integrity. When you think about the delivery of a piece of equipment, can we be sure that the equipment that was delivered is actually what was designed by the manufacturer?

BAPTIST HEALTH

Industry: Healthcare

IT environment: 25,000 employees covering 4 southeastern states in the U.S, with over 330K connected devices

Key Benefits:

- Enables Zero Trust approach for asset verification
- Provides an additional security layer for medical devices
- Offers enhanced visibility for Work From Home (WFH) environment
- Tracks asset usage to support existing risk management plans

> We're bringing a new set of information to our asset inventories and it's helping us better plan the lifecycle of assets and better understand what devices we need so we're better at asset management.

Michael Erickson | CISO
Baptist Health

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What Baptist Health Says About Sepio

Sepio's Asset Risk Management solution is helping us increase our visibility, including the network and helps us to monitor the existence of devices down to the peripheral level, including mice, keyboards and wireless devices.

Michael found exactly what he was looking for in Sepio's Asset Risk Management solution — a first of its kind platform to resolve all of the organization's asset visibility issues. After evaluating other solutions that were signature and traffic-based, Baptist Health realized that to obtain the necessary visibility they needed, it would require an upgrade to their switching environment and the addition of agents. In short, Baptist concluded this approach required too much effort and came up short. Baptist appreciated the actionable visibility Sepio provides through the Asset DNA profile it generates for every asset at the physical layer.

Baptist was able to deploy Sepio's solution in hours, resulting in 100% visibility at the speed of which a device is added or removed from the network, regardless if it was IT, OT, or IoT based, for the first time. Michael and his security team were immediately taken aback by what they were able to see across the entire hospital environment, including the remote workforce, covering both network and peripheral security. Equally important, Sepio's Asset Risk Factor score, based on contextual business, location and rules, helped the Baptist team determine what they needed to prioritize in terms of remediation.

Bothered by Blind Spots? Time to Enhance Visibility

For Michael, protecting uncontrolled assets "is a critical component of Baptist Health's Zero Trust strategy" as "we've been seeing an increase in the number of low-cost and highly effective tools in that market that are designed to look like benign peripheral devices."

Sepio now helps Michael and his team at Baptist Health instantly detect any device that breaches the predefined policy or gets identified as an unauthorized asset. The solution scores the asset risk factor, triggers an alert, and initiates an automated mitigation process, carried out by third-party tools, to block the device – providing Baptist Health with much needed risk control.

Fast Deployment at Any Scale

Michael and his team must deal with multiple challenges and a never-ending list of tasks – leaving no time to spend on tedious and cumbersome tasks.

As Sepio does not entail hardware resources, does not need to monitor any traffic, nor does it disrupt the networking infrastructure, the solution allows speedy, smooth, and widespread deployment. Furthermore, as an autonomous and self-contained solution, Sepio requires minimal human intervention. Its straightforward user interface can be managed by non-cybersecurity experts.

"Thanks to its low maintenance requirements, "[Sepio] happened to be something that was very lightweight and something very simple to install. And we saw value from it very quickly, without adding staff," praises Michael.

About Sepio.
Founded in 2016 by cybersecurity industry veterans, Sepio's Asset Risk Management (ARM) platform sees, assesses, and mitigates all known and shadow assets at any scale. The only trafficless solution, Sepio is infinitely scalable to protect the company's decentralized, uncontrolled ecosystem as fast and often as anyone, anywhere connects any assets. Sepio provides actionable visibility with the Asset Risk Factor (ARF) score based on a unique Asset DNA generated for each asset at its physical layer source, reflecting actual business, location, and rules. Sepio radically improves efficacy of NACs, EDRs, XDRs & Zero Trust solutions that simply see only the assets they are there to protect. The company's headquarters is in Rockville, Maryland with offices in Lisbon, and Tel Aviv. Sepio operates globally through its vast channel partners' network. For more information, visit: www.sepiocyber.com