MEDITOLOGY SERVICES

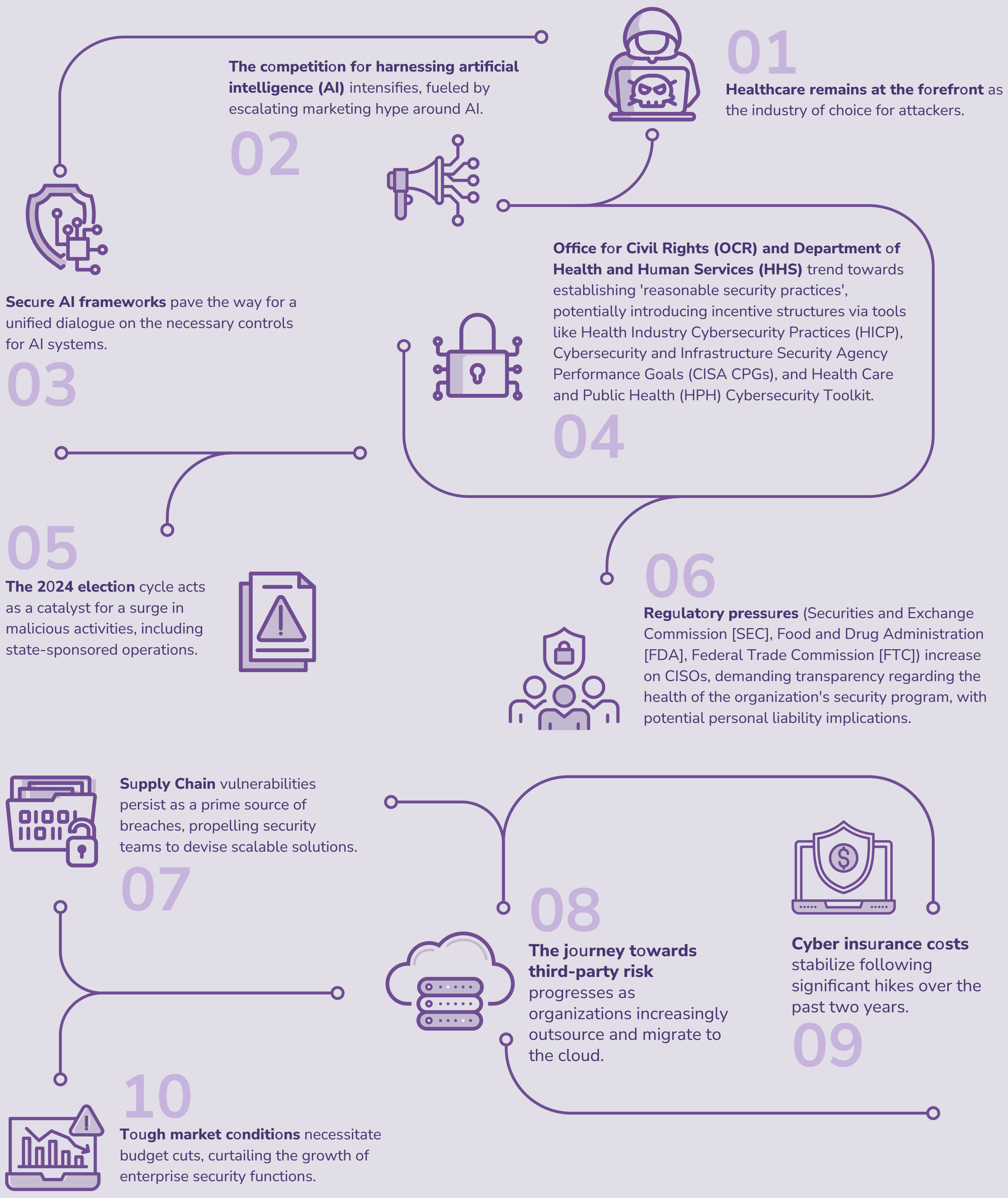
2024: Securing the Future

At the start of a new year, the healthcare sector finds itself precariously poised at the convergence of digital innovation and vulnerability, caught amidst a complex nexus of evolving technology, data exchange, ever-changing regulatory compliance, geopolitical upheaval, and an increasingly chaotic threat environment.

The escalating stakes place healthcare organizations in a delicate balancing act, striving to simultaneously deliver top-notch, accessible patient care and service – all the while shielding sensitive patient data from the relentless onslaught of cyber threats and regulatory requirements.

Top 10 Healthcare Cybersecurity Predictions for 2024

Leveraging unmatched experience supporting a multitude of healthcare entities nationwide, encompassing providers, payers, and business associates, Meditology has curated this list of the top 10 healthcare cybersecurity predictions for 2024. This assortment of trends and risks will serve as a blueprint for developing a robust defensive strategy in the forthcoming year and will help security practitioners and leaders remain informed of the challenges sure to come.



01 **Healthcare remains at the forefront** as the industry of choice for attackers.

02 **The competition for harnessing artificial intelligence (AI)** intensifies, fueled by escalating marketing hype around AI.

03 **Secure AI frameworks** pave the way for a unified dialogue on the necessary controls for AI systems.

04 **Office for Civil Rights (OCR) and Department of Health and Human Services (HHS)** trend towards establishing 'reasonable security practices', potentially introducing incentive structures via tools like Health Industry Cybersecurity Practices (HICP), Cybersecurity and Infrastructure Security Agency Performance Goals (CISA CPGs), and Health Care and Public Health (HPH) Cybersecurity Toolkit.

05 **The 2024 election** cycle acts as a catalyst for a surge in malicious activities, including state-sponsored operations.

06 **Regulatory pressures** (Securities and Exchange Commission [SEC], Food and Drug Administration [FDA], Federal Trade Commission [FTC]) increase on CISOs, demanding transparency regarding the health of the organization's security program, with potential personal liability implications.

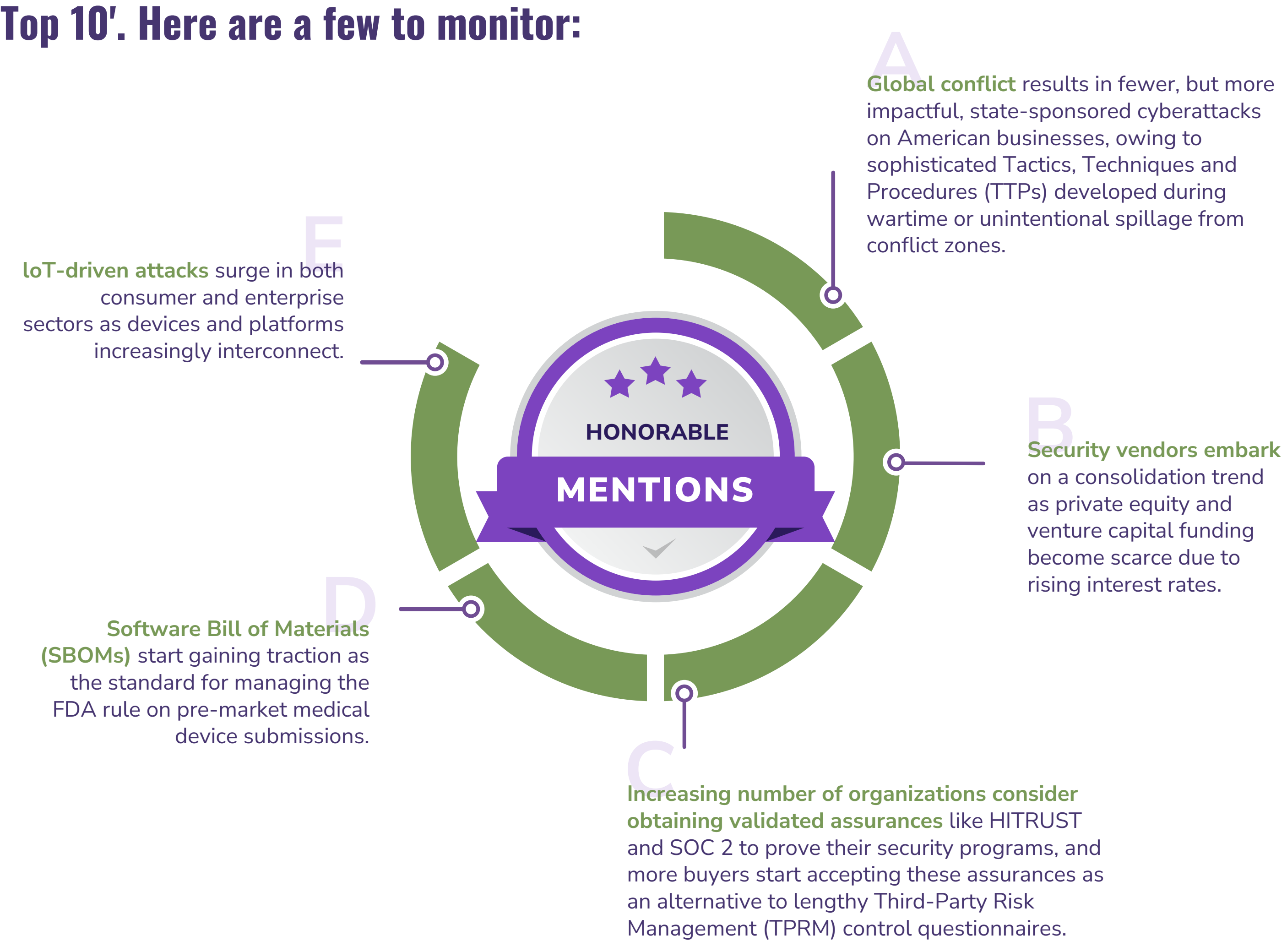
07 **Supply Chain** vulnerabilities persist as a prime source of breaches, propelling security teams to devise scalable solutions.

08 **The journey towards third-party risk** progresses as organizations increasingly outsource and migrate to the cloud.

09 **Cyber insurance costs** stabilize following significant hikes over the past two years.

10 **Tough market conditions** necessitate budget cuts, curtailing the growth of enterprise security functions.

Several emergent trends warrant attention, despite not making our 'Top 10'. Here are a few to monitor:



A **Global conflict** results in fewer, but more impactful, state-sponsored cyberattacks on American businesses, owing to sophisticated Tactics, Techniques and Procedures (TTPs) developed during wartime or unintentional spillage from conflict zones.

B **Security vendors embark** on a consolidation trend as private equity and venture capital funding become scarce due to rising interest rates.

C **Increasing number of organizations consider obtaining validated assurances** like HITRUST and SOC 2 to prove their security programs, and more buyers start accepting these assurances as an alternative to lengthy Third-Party Risk Management (TPRM) control questionnaires.

D **Software Bill of Materials (SBOMs)** start gaining traction as the standard for managing the FDA rule on pre-market medical device submissions.

E **IoT-driven attacks** surge in both consumer and enterprise sectors as devices and platforms increasingly interconnect.

As security leaders, staying ahead of these evolving trends is crucial to safeguarding your organizations in 2024. Get in touch with our team for any assistance required in planning, assessing, or managing cybersecurity or privacy risk!

Contact us to learn more about how we can support you and your program in 2024.

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