



WE HELP WITH EVERYTHING
CYBERSECURITY & PRIVACY
NEEDED TO SELL YOUR DIGITAL
HEALTH OFFERINGS PROFITABLY



01

WHAT WE DELIVER



Facilitate Sales of Your Offerings

We facilitate every aspect of cybersecurity and privacy needed for the sale of your digital health offerings:

- Secure product design.
- Secure delivery of offerings.
- Sales materials proving the security of your offerings to customers such as cybersecurity privacy white papers.

Reduce Cybersecurity & Privacy Costs

We reduce the overall costs for the cybersecurity and privacy of your operations and offerings.

Costs much less than hiring a full-time Chief Information Security Officer, a privacy lawyer, a digital health cybersecurity expert, and/or outsourcing these challenges to traditional consultants.

You spend less but receive greater value and protection.

Reduce Cyber & Privacy Losses

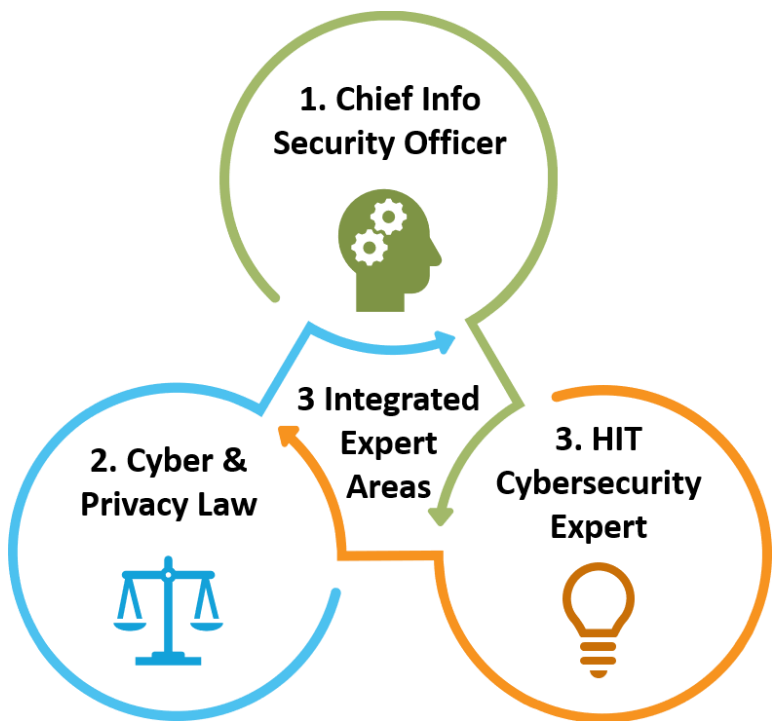
We reduce your losses better than the competition:

- Fewer losses from data breaches and/or cyber-attacks that interfere with your operations or offerings (e.g. ransomware attacks).
- Fewer losses from postmarket cybersecurity vulnerabilities that lead to costly reporting, remediation, reputational damage, and/or litigation.



02

OUR EXPERTISE



Chief Information Security Officer:

The expertise needed to protect your computing technologies and digital information from cyber-attack.

Cyber & Privacy Law: The expertise needed to help you comply with all cyber and privacy laws related to your delivery of digital health services and offerings.

Health InfoTech Expert: The expertise needed to help (1) you create secure digital health offerings that reduce overall costs and comply with all cybersecurity and privacy regulations and (2) sell your offerings by proving to regulators, partners, and customers that you and your offerings are cybersecure.

We are driven by the cost-effective integration of these two experts:

Cybersecurity & Computing Continuity Expert – Dr. Marc Rogers.



Internationally known cybersecurity expert and founder of MKR Forensics.

Tenured Cybersecurity Professor and Executive Director of the graduate and undergraduate cybersecurity programs at one of the top university cybersecurity departments in the world.

25+ years practical cybersecurity experience enhanced by academic career & access to talented graduate students and alumni with excellent practical experience.

Device, Cyber & Privacy Law + Cyber Risk Expert – Elliot Turrini, JD.



Former federal cybercrime prosecutor, cyberlaw/privacy attorney in private practice, & tech company General Counsel.

Digital health and cyber risk mitigation & transfer expert – both insurance and contract.

Co-Editor & Author of [Cybercrimes: A Multidisciplinary Analysis](#).

[LEARN ABOUT OUR SERVICES](#)



03

COSTS LESS

TRADITIONAL

VERSUS

PRACTICAL CYBER



OUR CORE VALUES: ALLIGNED INTERESTS & NO UP-SELL

Digital health cybersecurity is filled with information asymmetries that can lead to over-spending and/or the wrong mitigation techniques. To avoid waste and align our interests with yours, we only recommend

the most effective technologies, never take compensation from the vendors and avoid the typical consulting upsell business model in favor of fixed price arrangements that quantify the value we deliver.

YOUR PRACTICAL CYBER COSTS = LESS THAN \$100K

STEP 1 - A CUSTOM CYBER RISK MITIGATION & DEVICE SALES PLAN

WHAT HAPPENS: After evaluating your unique cyber risks & needs, we propose a fixed-price, customized and comprehensive cyber risk mitigation & digital health sales plan that best leverages your existing resources and efforts.

COST EST. \$8-25K: The exact cost depends on your use of computing technologies, number & types of offerings, cyber risk mitigation efforts, personnel, regulatory needs, and cybersecurity documentation.

STEP 2 - HELP EXECUTING YOUR PLAN

WHAT HAPPENS: We help you cost-effectively execute your plan. The goal is to make you as self-sufficient as you desire and facilitate as much revenue as possible.

COST EST. \$10-35K: The cost depends on the services you need. Each organization is unique. And, we'll strive to minimize your costs.

STEP 3 - ONGOING SUPPORT

WHAT HAPPENS: After your plan is executed properly, we can help ensure that you adjust it as needed. This ongoing support can include many different aspects.

COST EST. \$10-35K: The exact cost depends on the ongoing support services you need. Each organizations has unique needs; and you only pay for vital ongoing support services.