



**WE HELP WITH EVERYTHING  
CYBERSECURITY & PRIVACY  
NEEDED TO SELL YOUR DIGITAL  
MEDICAL DEVICES PROFITABLY**



## 01

## WHAT WE DELIVER



### Facilitate Device Approval & Sales

We facilitate every aspect of cybersecurity needed for regulatory approval and device sales:

- Secure device design
- Premarket cybersecurity documentation
- Cybersecurity sales materials such as the MDS2 & Cybersecurity White Papers

### Reduce Cybersecurity & Privacy Costs

We reduce the cybersecurity and privacy costs of your operations and devices.

We cost much less than hiring a full-time Chief Information Security Officer, a privacy lawyer, a medical device 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 cyber-attacks that interfere with your operations (e.g. ransomware attacks), data breaches, and/or cause device malfunctions.
- Fewer losses from postmarket cybersecurity vulnerabilities that lead to reporting, remediation, recall 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 the manufacturing of medical devices.

**Device Cybersecurity Expert:** The expertise needed to help (1) you create secure digital medical devices that reduce overall costs and comply with all medical device cybersecurity and privacy regulations and (2) sell your devices by proving to regulators, partners, and customers that you and your devices are cybersecure.

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

### Cybersecurity Expert – Purdue University’s Dr. Marc Rogers



Internationally known cybersecurity expert and founder of MKR Forensics.

Executive Director Purdue Cybersecurity Programs (one of the top programs in the nation).

25+ years practical cybersecurity experience enhanced by academic career.

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



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

Medical device regulation and sales expert.

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

# 03

## COSTS LESS

### TRADITIONAL

### VERSUS

### PRACTICAL CYBER



## OUR COSTS = LESS THAN \$100K & AS LITTLE AS \$6K

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

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

**COST EST. \$6-25K:** The exact cost depends on your use of computing technologies, number & types of devices, 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. \$6-35K:** The cost depends on the services you need. Each organization is unique. And, we'll strive to minimize your costs.

### STEP 3 - ONGOING SUPPORT SERVICES

**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. \$6-35K:** The cost depends on the ongoing support services needed. Each organization has unique needs; and you only pay for vital ongoing support services.

## OUR CORE VALUES: ALLIGNED INTERESTS & NO UP-SELL

Medical device 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.