INTRO TO PRACTICAL CYBER'S HEALTHCARE DELIVERY ORGANIZATION SPECIALITY

REVENUE-CENTRIC CYBERSECURITY

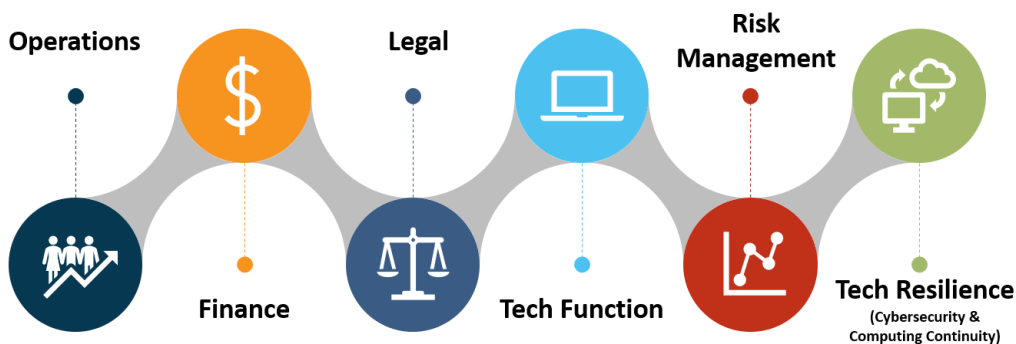### FOR HEALTHCARE DELIVERY ORGANIZATIONS

01 — MORE EFFECTIVE

WHAT IS THIS INNOVATION?

Revenue-Centric Cybersecurity is an innovation that increases profitability by helping healthcare delivery organizations (a) invest in only the cyber risk mitigation needed to reduce business-threatening cyber risks to an acceptable level and (b) close sales by proving to clients and partners that they and their offerings are cybersecure.

TWO MAJOR ADVANTAGES

Traditional cybersecurity uses tech, people, and processes to mitigate cyber-attacks. Only recently did it begin using a risk-based approach. Going further, Revenue-Centric Cybersecurity fully leverages (among many other advantages) a Multidisciplinary Approach and the 5 Cyber Risk Mitigation & Opportunity Tools described below.

ADVANTAGE 1: Multidisciplinary Approach

Operations
$
Legal
Risk Management
Finance
Tech Function
Tech Resilience
(Cybersecurity & Computing Continuity)

The graphic to the left shows that Revenue-Centric Cybersecurity ensures that you apply the right types of multidisciplinary expertise.

Applying this expertise is vital to effectively mitigating your cyber risks and showing your cybersecurity to the world.

ADVANTAGE 2: The 5 Cyber Risk Mitigation & Opportunity Tools

01	02	03	04	05
Leadership, Structure & Incentives	Cybersecurity	Computing Continuity	Risk Transfer via Contact & Insurance	Secure Partnerships

Auditing & Adjustment System

Cybersecurity is just one of 5 tools to mitigate your cyber risks & leverage your cyber opportunities.

The graphic to the left shows all 5 Cyber Risk Mitigation & Opportunity Tools, and highlights the need for an auditing and adjustment system for all your efforts.

DOWNLOAD A DETAILED SUMMARY OF REVENUE-CENTRIC CYBERSECURITY

Info@PracticalCyber.com -- www.PracticalCyber.Com

02 INCREASES REVENUE

THREE REVENUE TOOLS

As the graphic to the right shows, applying Revenue-Centric Cybersecurity empowers Practical Cyber to help increase your revenue in three inter-connected ways.

The following explains each:

Helps Sales & Partnerships

Reduces Cybersecurity Costs

Reduces Cyber Losses

Increases Revenue

i. HELPING SALES & PARTNERSHIPS

To close enough sales in today's intensely computer-dependent economy, most companies must (to some degree) show customers and/or partners that they and their offerings are cybersecure. But, many companies vastly overspend when trying this and/or fail to produce high-quality "cybersecurity" sales materials.

Practical Cyber makes sure that you know the type of cybersecurity that your customers and/or partners want to see; and, then we produce high-quality, customized cybersecurity sales materials customized to your situation.

Your Effective Cybersecurity White Paper

ii. REDUCES CYBERSECURITY COSTS

TRADITIONAL	VERSUS	PRACTICAL CYBER

TRADITIONAL

Full-time CISO = $236K
+
External Cyber & Privacy Lawyer = $50K
+
External Cyber Risk Expert = $35K

= **$321K per year**

$125K per year =

PRACTICAL CYBER

External CISO
+
External Cyber & Privacy Lawyer
+
External Cyber Opportunity Expert

iii. REDUCES CYBER LOSSES

Your cyber losses arise when a cyber-attack injures (a) your operations and/or offerings and/or (b) the operations and/or offerings of one of your critical vendors or partners.

Our Multidisciplinary Approach and use of the 5 Cyber Risk Mitigation and Opportunity Tools empowers us to reduce your true out-of-pocket losses from cyber-attack far more effectively than the traditional approach.

03   WHO WE ARE

We deliver the cost-effective integration of these two experts – supplemented by others as needed:

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.

Cyber risk mitigation & transfer expert.

Co-Editor & Author of Cybercrimes: A Multidisciplinary Analysis.

04   HOW TO GET STARTED ▶

OPTION 1 – EMAIL US TO GET THE BALL ROLLING: Info@PracticalCyber.com

OPTION 2 – TRY ONE OF OUR QUICK STARTS

1. C-Level Sanity Check

2. Board of Directors Consultation

3. Technological Intro to Revenue-Centric Cybersecurity

For the details, use our website's Quick Starts page.