

# HUMAN FOR HEALTHCARE

Handle online patient interactions with care to ensure their privacy and well-being



Safeguarding your healthcare website and mobile application is critical to maintaining patient trust, brand reputation and revenue. Cybercriminals and sophisticated bots threaten that.

Keep your platform secure from account takeover attacks, safeguard sensitive patient (PHI) data and keep user experience high.

**Roughly 1 in every 5 visits to a login page was an ATO attack attempt in 2023<sup>1</sup>**

INDUSTRY CHALLENGES	HUMAN SOLUTION	
<b>Fraudsters gaining unauthorized access to user accounts</b>	<b>ACCOUNT TAKEOVER DEFENSE</b>	Stop login bot attacks, such as credential stuffing and brute forcing
<b>Theft of sensitive patient healthcare data (PHI) and other PII information</b>	<b>COMPROMISED ACCOUNT DEFENSE</b>	Remediate accounts that have been compromised by bad actors
<b>Skimming of users' data from web forms - compliance with standards and regulations such as HIPAA, GDPR, and PCI DSS 4.0</b>	<b>CLIENT-SIDE DEFENSE</b>	Prevent client-side supply chain attacks, such as Magecart, formjacking, and malicious redirects
<b>Automated product and sensitive data scraping</b>	<b>SCRAPING DEFENSE</b>	Mitigate scraping bots, while allowing known bots to proceed

# CASE STUDY

## Challenge

M3 was using a reverse-proxy-based architecture for bot mitigation that was increasing latency without access to granular log details.

## Solution

M3 USA uses HUMAN to mitigate bots while minimizing additional latency.

## Result

Improved user experience with a 30% reduction in latency in addition to enhanced reporting capabilities.

**“After deploying HUMAN we saw our average response time improve by 400ms, a reduction of over 30%.”**

— CTO, M3 USA

# KEY CAPABILITIES



### Unparalleled Accuracy

Detect threats using behavioral analysis, 400+ machine learning algorithms, and real-time data from the world's largest fraud sensor network



### Auto-inventory scripts and script actions

Get real-time incident alerts, deep insight into each script's provenance and enable proactive mitigation actions



### Effective Decision Enforcement

Respond to threats with custom mitigation actions that integrate with your workflow



### Mobile SDK and Integrations

Open architecture supports CDN, cloud, SDK, SIEM, CIAM, ticketing, and monitoring integrations with your IT stack



### Monitor the account lifecycle

Secure accounts from registration through post-login account usage, identifying unwanted and suspicious activity wherever it occurs

# THE HUMAN ADVANTAGE

## Scale

We verify more than 20 trillion digital interactions weekly across 3 billion unique devices providing unrivaled threat telemetry.

## Speed

Our Decision Engine examines 2,500+ signals per interaction, connecting disparate data to detect anomalies in mere milliseconds.

## Decision Precision

Signals from across the customer journey are analyzed by 400+ algorithms and adaptive machine-learning models to enable high-fidelity decisioning.

## About HUMAN

HUMAN is trusted by the world's leading enterprises and internet platforms to prevent, detect, and respond to cyber attacks with unmatched scale, speed, and decision precision across their advertising, application, and account surfaces. Safeguard your customer journey end to end with complete confidence by consolidating with the Human Defense Platform. To Know Who's Real, visit [humansecurity.com](https://humansecurity.com).