

# Protenus & CynergisTek to Present at American Health Lawyers Association Annual Meeting

Privacy and Artificial Intelligence experts to discuss how AI-powered analytics provide actionable insight into the use of sensitive data within healthcare organizations at AHLA Annual Meeting and In-House Counsel Conference in Chicago, IL

Chicago, IL -- New ways of approaching behavioral analytics and how healthcare organizations use such tools are necessary, because auditing every access is now a possibility, thanks to artificial intelligence. Robert Lord, President and Co-Founder of Protenus, the world's leading healthcare compliance analytics platform, will present with [David Holtzman](#), the Vice President of Compliance Strategies for CynergisTek, on the use of User and Entity Behavior Analytics (UEBA) to identify anomalous and potentially risky behaviors within healthcare information systems.

Lord and Holtzman's joint presentation, entitled, "Cutting Through the Fog of Monitoring and Auditing User Activity," will discuss OCR and FTC enforcement actions that influenced current best practices, common use cases for privacy monitoring and auditing that involve Electronic Health Records (EHRs), and the pros and cons of deploying UEBA technologies to gain full visibility into EHR activity.

"UEBA is a broad category of technologies that give health systems greater visibility into how their employees and affiliates are using the EHR and associated information systems," stated Lord. "When healthcare organizations gain a better understanding of how their patient data is being accessed and used, appropriate steps can be taken to better protect this data from unfortunate misuse. The reality, however, is the UEBA exists on a spectrum, and there are many considerations that are unique to healthcare when discussing the types of platforms you might want to use to monitor user behavior."

Health systems currently use tools that reactively respond to suspected patient privacy violations, run routine reports, and facilitate manual audits. These tools lack the analytics necessary to audit every access to patient data or proactively identify breaches to patient privacy, especially when at least 41% of all health data breaches are attributable to healthcare organization insiders.

“Advances in technology, especially with UEBA, provide the ability to analyze large data sets in real-time, something that isn’t feasible with manual audits or older technology,” stated Holzman. “It’s important for healthcare to utilize best practices and understand the latest technologies in order to decide the best way for their organization to proactively audit every access to their patient data.”

The American Health Lawyers Association (AHLA) brings together the nation’s leading health lawyers through education, information, and dialogue. AHLA is the nation’s largest, nonpartisan, 501(c)(3) educational organization devoted to legal issues in healthcare.

To register or learn more about the presentation, please visit the [AHLA conference website](#).

Presentation details

Tuesday, June 26, 2018

3:15 pm CDT

Wednesday, June 27, 2018

10:45 am CDT

Hyatt Regency Chicago Hotel, Chicago, IL

## About Protenus

The Protenus healthcare compliance analytics platform uses artificial intelligence to audit every access to patient records for the nation's leading health systems. Providing healthcare leaders full insight into how health data is being used, and alerting privacy, security and compliance teams to inappropriate activity, Protenus helps our partner hospitals make decisions about how to better protect their data, their patients, and their institutions. Learn more at [Protenus.com](https://protenus.com) and follow us on Twitter @Protenus.

## About CynergisTek

CynergisTek is a top-ranked cybersecurity and information management consulting firm dedicated to serving the healthcare industry. CynergisTek offers specialized services and solutions to help organizations achieve privacy, security, compliance, and document output management goals. Since 2004, the company has served as a partner to hundreds of healthcare organizations and is dedicated to supporting and educating the industry by contributing to relevant industry associations. The company has been named in numerous research reports as one of the top firms that provider organizations turn to for privacy and security, and won the 2017 Best in KLAS award for Cyber Security Advisory Services.

## Contact

Kira Caban  
Director of Public Relations  
[kira@protenus.com](mailto:kira@protenus.com)  
410-913-0274

Jana Langhorne  
Senior Director of Marketing  
[jana.langhorne@cynergistek.com](mailto:jana.langhorne@cynergistek.com)  
512-402-8550 X7013