

• HEALTHCARE · HOSPITALS, INSURERS, HEALTHTECH.

## Protect patient data without slowing clinicians down.

Hospitals and healthtech balance HIPAA, NOM-024 and clinical workflows where minutes can be critical. Identity Rules delivers visibility without imposing friction.

HIPAA

NOM-024

ISO 27001

**60%**<sup>1</sup>

of breaches start with compromised identity

**45 : 1**<sup>2</sup>

non-human to human identities

**10x**<sup>3</sup>

faster to deploy than traditional IGA

Sources: 1) IDSA 2024. 2) CyberArk 2024. 3) Internal customer pilot data, 2025.

### Typical blind spots in this sector

#### EHR and clinical-system access 01

Doctors, nurses, residents, external contractors and admin staff. Detect anomalous access patterns to specific records.

#### Shared and break-glass accounts 02

Identify shared accounts across shifts and monitor real usage — without removing the clinical flexibility the business needs.

#### NHI with patient-data access 03

HL7/FHIR connectors, billing integrations, diagnostic AI engines. Inventory and abuse detection.

#### Evidence for HIPAA and NOM-024 04

Reports ready for medical-information security audits, without rebuilding logs every year.

## • OUTCOMES

### What improves with Identity Rules



#### Reduced PHI breach risk

Detect risky access to patient data before it becomes a regulatory notification.



#### Frictionless clinical workflow

Visibility and detection that don't add steps to clinician login.



#### Faster HIPAA / NOM-024 audits

Continuous evidence and per-system reporting – weeks become hours.

## • WHY IDENTITY RULES

01

#### Speed to Value

Up to 10x faster to deploy. No long IGA projects, no months of integration, no new infrastructure stack.

02

#### Lower Cost & Complexity

Cuts TCO by avoiding the operational overhead of traditional IGA. Same engine for SaaS or on-prem.

03

#### AI-Driven Identity Intelligence

Turns identity data into actionable insights. Accelerate detection, investigation and response with a conversational copilot.

04

#### SOC-Ready

Immediate context on identities, accounts and privileges to speed up incident detection and response.

## NHI COVERAGE

# 45 : 1<sup>2</sup>

NHIs already outnumber humans 45 to 1 – and they're where modern attacks start.

#### Service accounts

AD, Linux, DB, applications – who created them and who uses them today.

#### API keys & tokens

Inventory, owner, last used and rotation status.

#### Bots and CI/CD

Pipelines, automations and scripts that hold credentials.

#### Workload identities

IAM roles in AWS/Azure/GCP, Kubernetes service accounts.

#### AI agents

Anthropic, OpenAI and other LLM keys – what they can touch and with which privileges.

#### OAuth applications

Third-party apps with delegated access to your tenants.

READY TO DIG DEEPER

## Book your Identity Risk Assessment

[idrules.ai/en/industries/healthcare](https://idrules.ai/en/industries/healthcare)

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