

# HITRUST Key to Veda's Growth Trajectory

## THE HITRUST DECISION

When you're the CISO of a high-growth healthcare automation start-up with a solution in six of the nation's top 10 health plans that provides the right data to over 15M people, finding the best data security framework for your organization is paramount.



Veda saves healthcare companies millions annually by automating complex data processes. Their solutions enable organizations to dramatically reduce overhead costs by automating complex business rules for data extraction, transformation, and loading (ETL); creating a simplified and streamlined experience for everyone—from the data entry specialist to the end customer. Veda Velocity uses patented AI technology to accept unstructured data files, standardizes them to a preferred format, verifies and corrects the information, thereby automating roster intake processes for health plans.

Mark Wochos, Veda's Chief Information Security Officer, had researched several frameworks and recommended that his leadership choose the HITRUST CSF® for several reasons. "Veda has a very strong security approach, and we came to see that having HITRUST certification is a baseline requirement for protecting our customer data," Mark shares.

In addition to HITRUST's robustness, it is a requirement of many existing and prospective clients. Without HITRUST certification, some organizations won't initiate sales discussions, which made certification a business imperative to continue on Veda's growth trajectory.

## THE INTRACORP HEALTH CHOICE

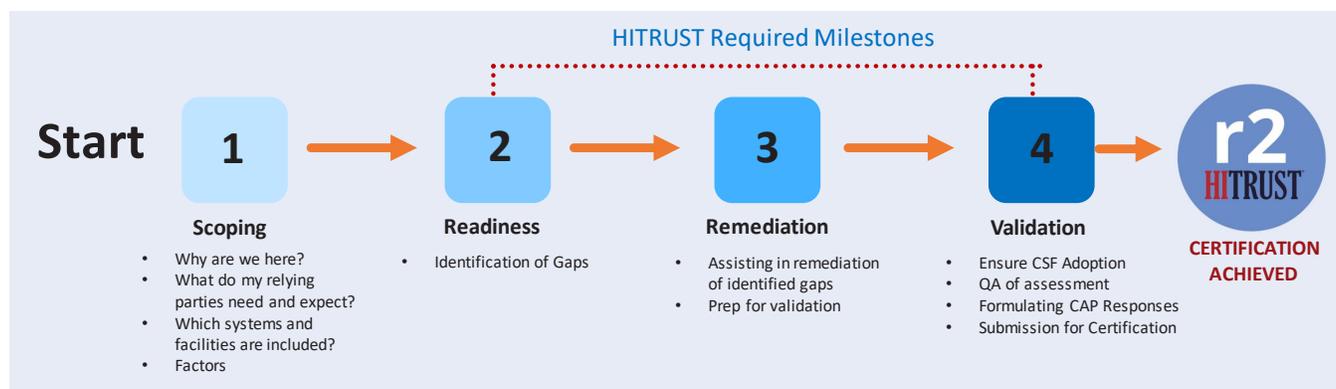
Like many vendors, Veda looked at going it alone, but after doing some analysis, Mark found that, "There was too much risk. I looked at the risk and reward, and it wasn't worth it." Mark would have to hire a full-time resource for his team and pull resources from other areas in the company who were focused on equally-important initiatives. He shares,

*"I looked at several firms, researched a few, and talked to peers. Intracorp Health's name kept coming up again and again. They had the full range of services we were looking for."*

In addition to due diligence and votes of confidence from his industry colleagues, Mark appreciated Intracorp Health's position as a HITRUST-authorized external assessor for over 10 years and Intracorp Health's involvement as one of the very few Assessor firms to be awarded two member seats on the national HITRUST Assessor Council and one of five Assessors to be chosen for a seat on their Quality Assurance subcommittee.

## SETTING SUCCESSFUL EXPECTATIONS

Mark and Veda's leadership came to Intracorp Health with an aggressive timeline, shooting for certification in six months. Over time, he realized the amount of effort and time required. "My expectations evolved over time. Initially, I thought it was easier and would take less time. But the team from Intracorp Health helped me adjust my expectations. They were very upfront and clear about what it would take to succeed. And, they've been proven 100% correct."



## JOURNEY TO CERTIFICATION

Intraprise Health worked with Mark and his team to implement a readiness assessment. From that assessment grew action steps for needed remediation, adoption, and review. Veda's systems were well-positioned, and they were in good shape with a typical level of remediation required. Under HITRUST's current naming scheme, Veda was working towards an r2 certification.

Intraprise Health identified what evidence and examples would be needed for validation, which was more than Mark expected. He then engaged Intraprise Health to support the action plan in collaboration with Veda team members to create needed documentation, policies and procedures, as well as provide guidance on evidence collection through adoption review.

While Veda had 256 requirements as part of their HITRUST assessment, an average number, they had just two CAPs. Mark ensured that the corrective action plans (CAPs) were implemented for 90 days while he and his team prepared for validation and conducted education across the organization.

## CERTIFIED AND POISED FOR GROWTH

Veda earned their HITRUST certification in January 2022.

Mark celebrated on LinkedIn, sharing, "The effort the Veda team put in to achieve HITRUST certification was

well worth it. I am very proud of the commitment Veda has to protecting our customer's data and to our information security program in general!"

He includes Intraprise Health in the kudos as well.

*"Intraprise Health is a great partner. We were very intentional about who we chose. And, they've lived up to our expectations. Honestly, we wouldn't be where we are without Intraprise health."*

Now that Veda has achieved HITRUST certification, many barriers to business growth have been removed. As Mark points out, "Many vendors require a security review and HITRUST certification shortcuts weeks of back and forth. It's a 'badge of trust' that not many in our space have." For Veda, HITRUST certification has leveled the playing field, giving them a competitive advantage and paving the way for smoother sales motion and better brand awareness.

But, beyond the business aspects, the HITRUST CSF and Intraprise Health partnership has built Veda's data security and organizational resiliency. "We know what to expect now and throughout the year. We can proactively plan for when we will conduct audits, pen tests, etc. Now that we have the core framework in place, we can go beyond and further increase our security posture, which delivers greater value to our customers and their critical data," Mark notes.

## ABOUT INTRAPRISE HEALTH

Intraprise Health is an industry leading "tech-enabled" healthcare cybersecurity and risk management services provider. One of the longest tenured HITRUST Assessors in the industry, our broad range of information security, privacy and compliance services include: HITRUST Certification, Third-Party Risk Management, NIST Cybersecurity Framework Adoption, Advisory and Planning Services, Remediation Management, Incident Response and Business Continuity. We deliver HIPAA Security/Privacy Risk Assessments and Workforce Training via our HIPAA One® platform. Our next generation BluePrint Protect™ platform, based on the NIST Risk Management Framework, provides intelligent monitoring, workflow management and collaboration capabilities.

