

## Cybersecurity: Competitive Advantage Connected

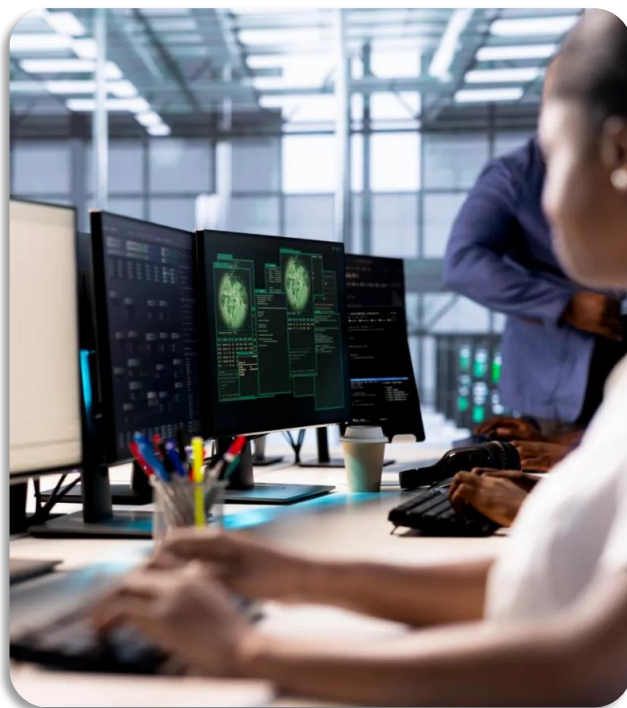
Cybersecurity is essential to maintain trust as healthcare undergoes digital transformation driven by RPM proliferation and data sharing. Cyberattacks targeting health data erode patient and provider confidence, risking widespread damage and financial losses. [According to IBM](#), average cost of a healthcare data breach reached USD 10.1 million in 2023. Cybersecurity must be prioritized during RPM adoption to ensure patient loyalty, regulatory compliance, and competitive differentiation. When health institutions proactively secure connected systems, they safeguard their reputation and build strong value propositions. CEOs should view cybersecurity not as a cost but as a core strategic investment fueling digital transformation success.

### Cybersecurity: Economic Impact of Healthcare Data Breaches

Health data breaches carry massive economic consequences, including legal exposure, business downtime, remediation costs, and substantial regulatory fines under HIPAA regulations.

IBM reports the average time required to detect and contain a healthcare breach is 316 days, worsening reputational and operational disruption. These prolonged incidents not only impact finances, but also compromise trust, stall workflows, and reduce overall institutional efficiency and clinical performance.

HIPAA penalties can reach up to 1.5 million dollars per year for repeated violations of patient privacy and data protection standards. In addition, lost productivity and system downtimes from breaches may cost healthcare organizations millions of dollars per incident, severely affecting operations.



### Cybersecurity: RPM Protection of Sensitive Health Data

Cybersecurity in RPM platforms secures real-time transmission of highly sensitive patient data such as blood pressure, glucose levels, and sleep metrics. Data encryption, multi-factor authentication, and compliance with HIPAA are essential for protecting telemetry and records. Access controls ensure only authorized clinicians view patient streams. Secure cloud architecture and audit trails protect data integrity.

By applying rigorous security protocols, healthcare providers can confidently embrace remote monitoring without compromising patient privacy. This layer of protection supports ethical stewardship of patient data, builds institutional credibility, and ensures resilience in connected health environments.

## ROI Through Risk Reduction and Patient Confidence

Cybersecurity yields ROI for hospital CEOs through minimized breach risks, increased patient trust, and protection against financial penalties.

According to PwC, 87% of consumers would avoid providers with previous data breaches, risking patient churn. When an institution demonstrates strong cybersecurity, it attracts new patients and maintains insurer partnerships. Peace of mind reduces load on IT resources, lowers insurance premiums, and enhances regulatory readiness. By making cybersecurity a key value driver, healthcare institutions can profitably differentiate themselves as secure, trustworthy, and innovative.



## Esvyda's Secure RPM for Chronic Care

Esvyda delivers a bilingual, fully encrypted RPM platform that seamlessly integrates with EHR systems to protect remote patient data from collection through analytics. Our solution enables secure reporting and continuous monitoring to improve outcomes for chronic conditions such as hypertension and diabetes. Esvyda's cybersecurity framework ensures encrypted data flows, patient authentication, and audit logs that support compliance and trust. Providers can maximize revenue while improving clinical outcomes, satisfaction scores, communication, and care coordination. Esvyda's approach strengthens transitions of care and supports data-driven improvement in quality and efficiency, making it the ideal RPM partner.

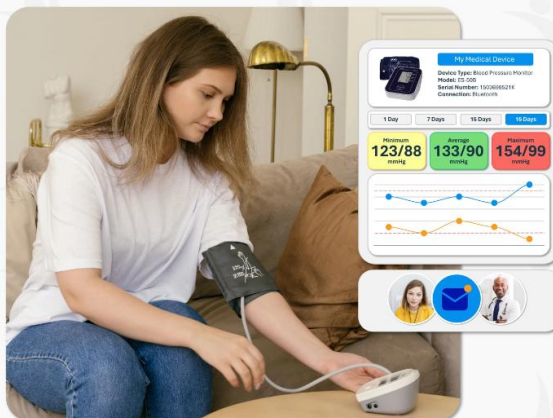
### Esvyda

#### eHealth Anytime, Anywhere

Esvyda's eHealth platform's streamlined workflows empower providers to elevate patient care, maximize revenue, and promote population health outcomes.

Our virtual health services seamlessly integrate with health records, medical devices, and wearables, boosting health staff efficiency, patient engagement, and information security.

[Get to know us!](#)



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#### Support Schedule

Jan - Mar M - F 5 AM to 4 PM PST  
Apr - Oct M - F 6 AM to 5 PM PST  
Nov - Dec M - F 5 AM to 4 PM PST

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