

· CASE STUDY ·

# HOW GOLDSKY HELPED HEALTHCARE.COM BUILD A CYBERSECURITY AND COMPLIANCE MONITORING PROGRAM, ACHIEVE SOC CERTIFICATION, AND GAIN ACCESS TO A TRUSTED TEAM OF SECURITY EXPERTS THAT POSITIONS THEM FOR FUTURE GROWTH

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“Our work with GoldSky has positioned us strategically for future growth. Gaining our SOC 2 certification, staying up to date on our HIPAA requirements, and developing compliance frameworks has set a solid foundation.”

**FERNANDO JOSÉ BOITON**

SENIOR DIRECTOR OF IT  
HEALTHCARE.COM

Healthcare.com is an online healthcare company that helps Americans compare health insurance options.

## HIGHLIGHTS

### Challenges

- Needed expert help to make sure and oversee that they were continually meeting HIPAA and CMS guidelines
- Needed to build a cybersecurity and compliance monitoring program, which included becoming SOC 2 certified

### Solution

- A team of world-class technologists and cybersecurity experts who specialize in both the assessment and the remediation of cybersecurity, compliance, and privacy-related issues for small to mid-size businesses

### Results

- Built cybersecurity and compliance monitoring programs that keep them up to date on regulators requirements and HIPAA and CMS guidelines
- Completed SOC certification in half the usual time, which saved them time and money and positioned them for future business growth
- Have on-demand access to a full team of outsourced cybersecurity experts to draw from

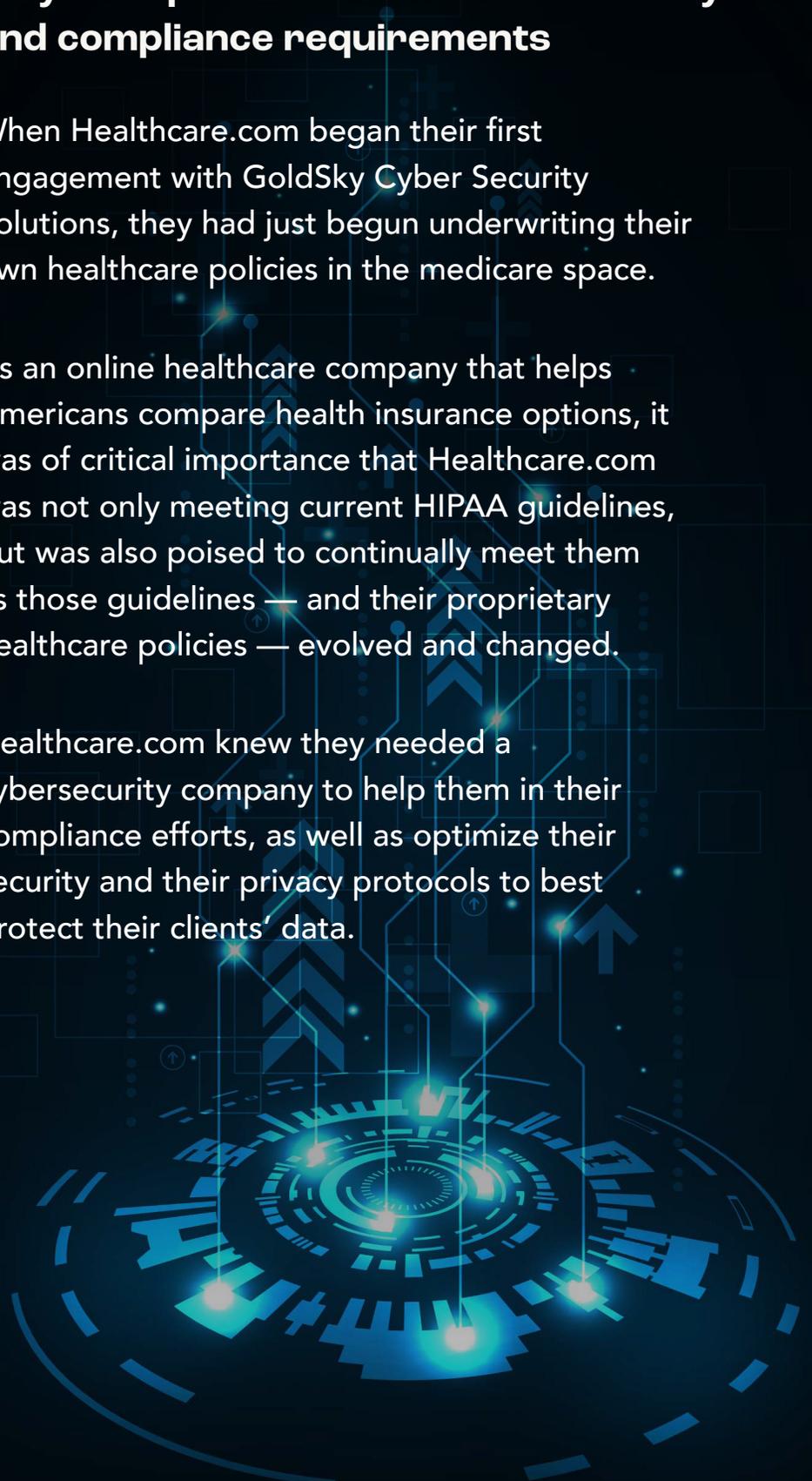
# CHALLENGES

## Finding a trusted partner to help them stay on top of HIPAA and CMS security and compliance requirements

When Healthcare.com began their first engagement with GoldSky Cyber Security Solutions, they had just begun underwriting their own healthcare policies in the medicare space.

As an online healthcare company that helps Americans compare health insurance options, it was of critical importance that Healthcare.com was not only meeting current HIPAA guidelines, but was also poised to continually meet them as those guidelines — and their proprietary healthcare policies — evolved and changed.

Healthcare.com knew they needed a cybersecurity company to help them in their compliance efforts, as well as optimize their security and their privacy protocols to best protect their clients' data.



# SOLUTION

**A top-tier team of cybersecurity experts on a mission to help small to midsize businesses comply with the highest regulation standards**

Healthcare.com had heard about GoldSky through one of their vendor partners.

“It was clear that GoldSky was providing our partner with really good support so it was only natural that we’d want to speak with them, too,” said Fernando José Boiton, Healthcare.com’s Senior Director of IT.

Sergio Vela, Healthcare.com’s Chief Technology Officer, said that when they spoke with GoldSky for the first time, they could immediately tell that a partnership with them could be just what they needed.



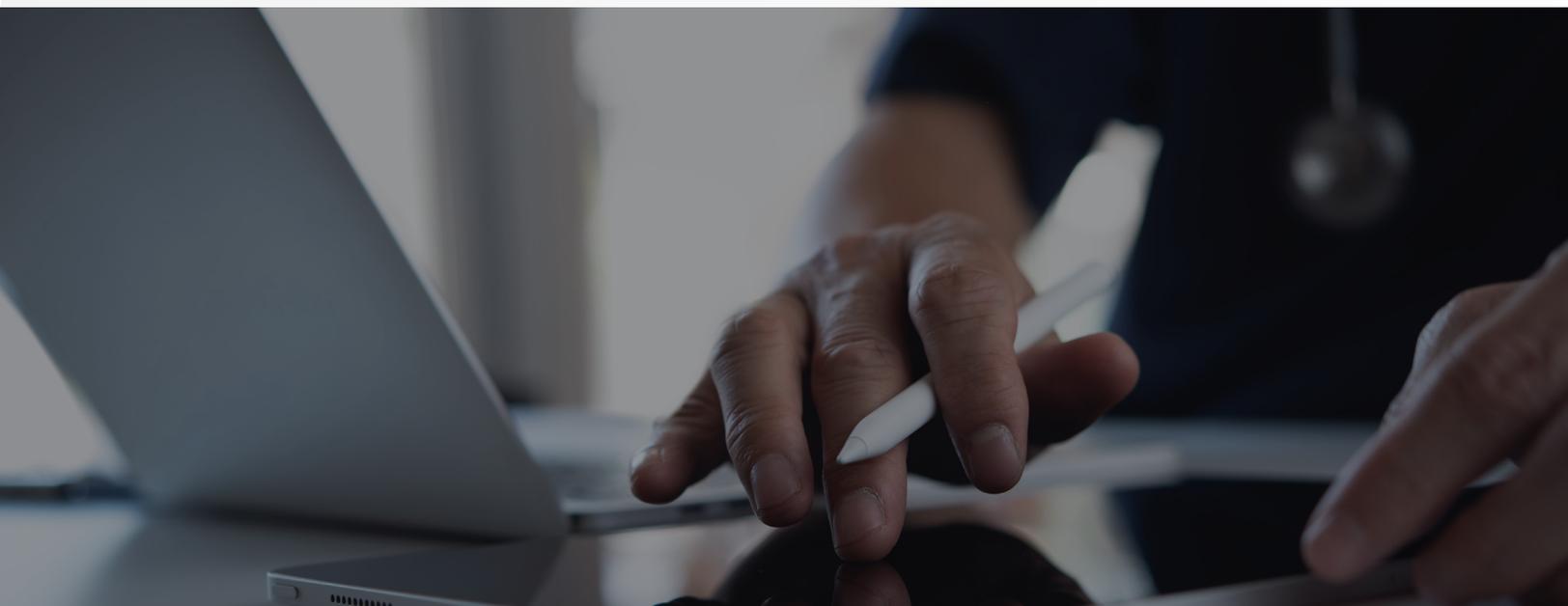
**“The whole Goldsky team impressed us,” Vela said. “They have very vast experience in cybersecurity in general which gave me confidence, and they also have specific experience in the insurance marketplace. It was clear that they could help us achieve both our short term and long term goals.”**

To kick off their work together — as well as to build rapport and trust with the Healthcare.com team — GoldSky completed a security risk assessment on their existing cybersecurity and compliance efforts to see what needed to be put in place or optimized to best meet HIPAA requirements.

Once the risk assessment was complete, GoldSky began helping Healthcare.com build a governance framework that included cybersecurity and compliance monitoring programs.

Through that work, GoldSky recommended that Healthcare.com obtain their SOC 1 and 2 certification, and it was then that the Healthcare.com team decided to engage GoldSky over the long-term and join their CSOaaS program — which provides outsourced and on-demand Chief Security Officer services.

John Rodriguez, the GoldSky CSO who was selected to integrate into the Healthcare.com team, supported the SOC certification process from start to finish, which included creating an internal auditing program with all of the necessary tools, conducting a practice audit, and — when the official audit began — meeting with the auditors several times to personally handle their questions.



# RESULTS

## **Time and money saved, and guidance that has led to external and internal growth**

Rodriquez said the extensive preparatory work that was completed during the SOC certification process allowed them to present the auditors with the internal platform they'd built so they could easily evaluate and assess the tools and evidence.

That preparatory work allowed Healthcare.com to go through the auditing process in half the usual time, reducing the normal six-month evaluation process down to three months — which saved them not only time but money.

Boiton said having the SOC certification complete has positioned them for future growth, and has provided them with the assurance and the confidence that they have the proper frameworks in place to continually meet HIPAA and CMS requirements.

"We've now got the main skeleton in place from which to grow," Boiton said.

Along with the SOC certification, GoldSky has helped Healthcare.com with all of their standard CSO needs too, such as engaging with the Healthcare.com legal department, their internal department heads, and the third parties they are integrated with to create policies, procedures, and practices that include the highest level of privacy, security, and compliance.

Boiton said that the value that GoldSky brings to their company runs deep, and he appreciates that GoldSky provides them with more than just assessment and strategy.

**“They have a great combination of strategic thinking and tactical implementation,” Boiton said. “We talk through the high-level roadmap, but they always provide us with the technical steps we need to follow to make it actually happen.”**

In addition, Boiton noted that any business looking to strengthen their cybersecurity measures and continually and proactively meet compliance standards could benefit from a partnership with GoldSky, especially because of the range of expertise that’s present across the entire team.

“The GoldSky team not only has so much experience in cybersecurity, but they have such a vast network of people to draw from,” Boiton said.

**“There have been several questions that have come out of the main scope of our work because of the evolution our company has had, and no matter what our needs prove to be, GoldSky is always able to meet them.”**

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