

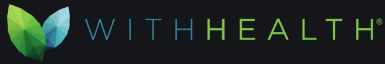
HOW GOLDSKY HELPS WITHHEALTH **REINFORCE** THE PROTECTION OF THEIR PATIENT DATA, **SCALE** THEIR SECURITY AND PRIVACY MEASURES, AND **NAVIGATE** THE LANDSCAPE OF COMPLIANCE FRAMEWORKS



“Even though GoldSky is an outsourced solution, they are more than a consultative resource. Instead, they’re a trusted advisor embedded into our team. No matter what it is we’re working on, or if we have an urgent need, they are always available, rolling up their sleeves right alongside us.”

Cindy Salas Murphy

WITHHEALTH FOUNDER AND
CHIEF EXECUTIVE OFFICER



WithHealth offers employers a precision care telehealth benefit that provides their employees with a personalized and affordable healthcare experience. They also offer workplace safety, sports safety, and entertainment safety programs that help companies conduct COVID-19 testing and vaccine management.

HIGHLIGHTS

Challenges

- Needed help reinforcing the protection of their patient data, as well as industrializing that process to scale as their business — and the data — continues to grow
- Needed to find outsourced experts who could integrate seamlessly into the WithHealth team
- Needed a partner who was flexible enough to meet their fast-paced growth

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

- Increased capacity of their security and compliance team with a designated CSO who is integral to the team, highly skilled, and readily available
- Bolstered their security and privacy process and are positioned to scale

Challenges

Finding cybersecurity experts who could integrate into the WithHealth team and industrialize the way WithHealth protects its massive — and growing — repository of patient data

When WithHealth began considering a partnership with GoldSky Cyber Security Solutions in September of 2021, they had been acquiring, managing, and protecting a rapidly growing amount of patient data since 2020.

As a telehealth company, WithHealth was founded to provide precision care that would make healthcare affordable, proactive, accessible, and preventative for employers and employees alike.

They also facilitate workplace safety programs that help companies conduct COVID-19 testing and provide vaccine management in accordance with OSHA's ETS mandate.

Delivering top-quality precision care and large-scale vaccine management programs require the collection of massive amounts of patient data, and it's **WithHealth's highest priority to protect this information.**

While privacy and cybersecurity has always been a pillar of WithHealth's operational process, as well as a core strength and focus of their leadership team, **they were in need of a partner** who could help them scale their privacy and security measures to match their continued business growth.

“Our team is quite seasoned when it comes to privacy and cybersecurity,” said Cindy Salas Murphy, WithHealth’s founder and CEO. “We also have the support of Amazon Web Services (AWS) and others that provide our base protection, hands-on technology, and systems administration. However, we were looking for a company to help us industrialize our process so that we had a scalable model that would continue to protect our data set as it continued to grow.”

Solution

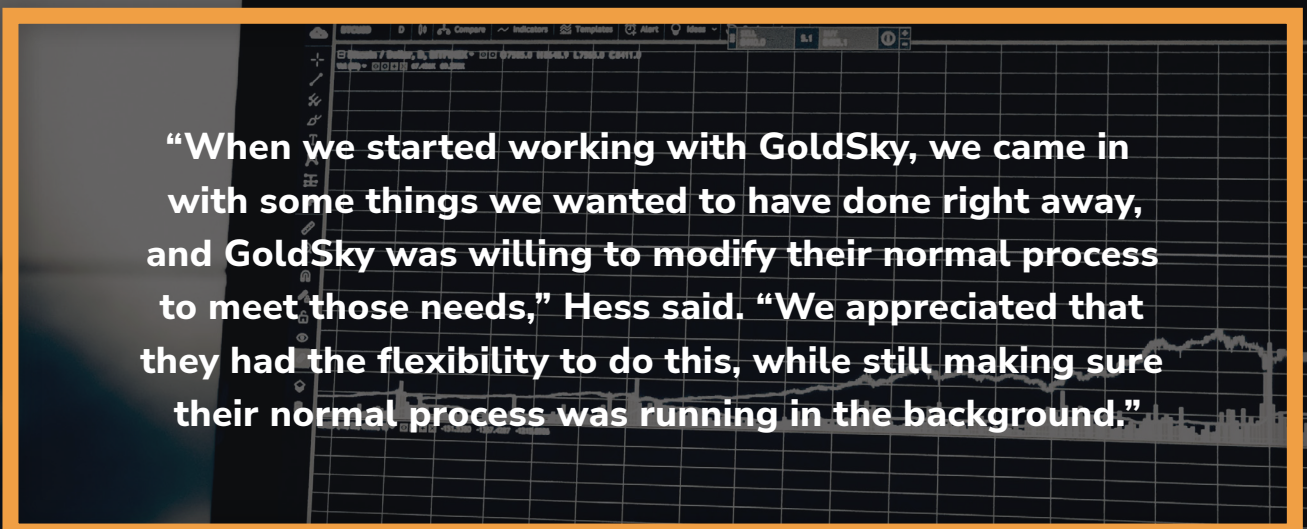
An outsourced cybersecurity company that provides both strategy and action

The WithHealth team considered several companies in their search for the right partner, but ultimately decided that GoldSky’s vast experience and integrated approach was the best match.

“After going through the selection process, GoldSky really did shine above the rest by showing an ability to become part of our team,” Salas Murphy said. “They saw themselves as integral to the team, and that really solidified the decision for us.”

WithHealth engaged GoldSky through their CSOaaS Program, and began receiving regular and on-demand Chief Security Officer services that include strategic guidance on privacy and cybersecurity initiatives, technical implementation of recommendations made, and efforts to continually assess and optimize WithHealth’s overall privacy and security posture.

Stephanie Hess, WithHealth's Executive Vice President of Finance, who interfaces regularly with the GoldSky team, said **she was thrilled with the way GoldSky really got to know them as a company**, as well as how flexible they were in helping them meet their immediate needs.



“When we started working with GoldSky, we came in with some things we wanted to have done right away, and GoldSky was willing to modify their normal process to meet those needs,” Hess said. “We appreciated that they had the flexibility to do this, while still making sure their normal process was running in the background.”

Salas Murphy said she's found great value in GoldSky's ability to operate from both a strategic and a technical perspective.

“From a strategic standpoint, GoldSky is able to sit at the table with us and understand the strategy we're pursuing as an organization and then make recommendations for how we can achieve that strategy,” Salas Murphy said.

“And from a technical standpoint they take it a step further and say, 'How can we help you ensure these recommendations get carried out?' They're able to do the lifting and the implementation so that things get done and we keep moving forward.”

Results

Increased capacity, as well as enhanced security, privacy, and compliance frameworks that can scale with WithHealth's growth

Since beginning their partnership with GoldSky, WithHealth has received a thorough security risk assessment with detailed recommendations for how to optimize their security protocols and improve the quality of their security and privacy policies and procedures.

They've also received ongoing strategic and technical support from their GoldSky CSO Justin Ross, and are **able to draw on the entire GoldSky team when a specific need calls for an additional expert or two.**

Salas Murphy said the ability to tap into GoldSky's vast pool of resources has helped them win them new business — including a contract to keep the employee patient data of a Fortune 50 company — as well as help them expand their capacity as an organization.

“Instead of having one person working on staff, our partnership with GoldSky has allowed us to have a variety of expertise,” Salas Murphy said. “We've been able to expand our security and compliance team in a way that is far greater than if we had one dedicated person in-house.”

Hess agrees.

“I feel like we have a whole office over at GoldSky to pull from, and everyone has a significant amount of experience,” Hess said. “That’s unusual and appreciated. And then there’s Justin, who’s always there and willing to roll up his sleeves and work with us, especially when we have an urgent need. That’s what we asked for in the very beginning — that we needed to find someone who could run with us — and that’s exactly what Gold Sky has done. They’ve run with us.”

Salas Murphy said that, overall, their partnership with GoldSky has helped them bolster their process of securing their patients’ data, as well as helped them create a model of protection that can scale with them as their data set grows.

She noted that any company looking for an outsourced solution for their cybersecurity and privacy needs can benefit from a partnership with GoldSky.

“When they start with you, they get to know you better so they can help you identify problems that you didn’t even know you had,” Salas Murphy said. “I think that’s the most critical piece of value for a CEO, because sometimes the things we believe are our greatest issues may not truly be.”

“With GoldSky, it’s easy to have that trusting relationship where they quickly get to know you, identify the real issues, and bring you the strategy and solutions to overcome them. Especially for an organization that’s highest priority is protecting the data of our patients, it’s great to know GoldSky is here helping us do that in the best possible way.”

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