



AllstateSM
IDENTITY PROTECTION

data breaches and identity theft in the healthcare industry

We know you understand the value of protecting sensitive information. We do too. We understand security that's proactive and agile is vital when storing sensitive patient information and meeting HIPAA's rigorous security standards. And just like you, we're dedicated to continually innovating our protection to meet today's ever-evolving threats.

Must-know data breach statistics for the healthcare industry

The healthcare industry continues to be targeted by cybercriminals looking to steal patients' personal data.

956
security incidents reported¹

50M+
patient records breached¹

58%
of exposed data is sensitive personal information²

95%
of breaches appear to be financially motivated²

TAKE A CLOSER LOOK AT SOME RECENT INDUSTRY INCIDENTS

4.11M

patients were exposed by a ransomware attack on printing and mailing vendor working with an insurance provider in 2022³

2M

patients from nearly 60 healthcare providers were exposed in a 2022 data breach of a third party outpatient surgical service⁴

3.65M

patient records exposed in the 2022 hacking of an electronic health record company³

1: Protenuis, "2022 Breach Barometer"

2: Verizon, "Data Breach Investigations Report," 2022

3: HIPAA, "Lessons from Biggest HIPAA Breaches of 2022," 2022

4: SC Media, "Data for 2 million patients stolen in largest healthcare breach so far of 2022," 2022



protecting employees is good for business

Empower your employees with the protection they're looking for. High quality, valuable privacy protection improves public perception and trust.

76% DON'T BELIEVE COMPANIES ARE DOING THEIR PART TO PROTECT DATA¹
50% DON'T KNOW WHO TO TRUST²

Why choose Allstate Identity Protection

Technology, innovation and expertise

- 91 Net Promoter Score (NPS)
- 98% implementation satisfaction rate
- 97% customer satisfaction rate
- 99% client retention
- Comprehensive and ongoing administrative support
- Easy onboarding that includes comprehensive product education and a dedicated client relationship advisor
- Scalable and flexible payment models that minimize risk
- A variety of plans to suit everyone's needs — from affordable, baseline protection to comprehensive cyber protection
- Expert customer service representatives based in the U.S. and focused on helping, not upselling
- Near real-time alerts that help employees manage their privacy
- The broadest family protection with the most inclusive definition of "family" in the employee benefits space*
- In-depth monitoring of the dark web for employees' compromised personal data, plus high risk transactions, data breach notifications, and more
- A full suite of family digital safety tools to help parents monitor their kids' digital lives for signs of drug use, cyberbullying, self-harm, and online predators
- An inclusive employee benefit that can help attract and retain better talent by demonstrating your commitment to all your employees' well-being
- A dedicated advocate to guide and manage an employee's full recovery process

¹: Allstate Data Privacy and Consumer Expectations Survey
²: Allstate Digital Safety Offering Study, MARA

* Only available with a family plan. Ability to enroll in family plans is dependent on enrollment method. Allstate Identity Protection's coverage definition can be aligned with client's benefits eligibility. Contact your Allstate Identity Protection representative for more details.
Product may be updated or modified. Certain features require additional activation.

† Identity theft insurance covering expense and stolen funds reimbursement is underwritten by American Bankers Insurance Company of Florida, an Assurant company. The description herein is a summary and intended for informational purposes only and does not include all terms, conditions and exclusions of the policies described. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.



AWARD-WINNING IDENTITY AND PRIVACY PROTECTION

Javelin Strategy & Research awarded Allstate Identity Protection the first ever "Best-in-Class" award for B2B identity protection service providers.

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