



Aligning Financial and Cyber Goals: Enhancing Healthcare Security



At SSI, we are proud to be unmatched in our experience and service.



James Brown
Chief Information
Security Officer



Mark Pinkard
Chief Financial Officer

INTRODUCTIONS



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- ▶ James is the Chief Information Security Officer for The SSI Group, with responsibilities that span the security and governance of their extensive service landscape. James also oversees cybersecurity at Springhill Medical Center, a 270 bed, technologically advanced, privately-owned hospital complex in Mobile, Alabama.
- ▶ Mark has extensive experience in financial operations and revenue cycle management, including oversight of billing claims and provider collections, focusing on improved cash flow management. Additionally, he has overseen capital investments in IT and security infrastructure for government agencies, high-tech manufactures, multi-site healthcare providers and, most recently, The SSI Group.
- ▶ With nearly 30 years in financial management, Mark is a seasoned expert in improving process flows, reducing error rates, and decreasing denials and bad debt. His healthcare experience spans over 15 years and includes companies ranging from privately owned clinics with \$40 million in annual revenue to international publicly traded companies with nearly \$1 billion in annual revenue.

As Cyber threats mount, CFO and CISO partnerships are critical to the security and stability of the healthcare industry. In this discussion, we will be exploring how CFOs and CISOs can work collaboratively towards improving Cyber outcomes and Cyber ROI.

IT'S NOT A MATTER OF IF, BUT WHEN

The never-ending Cyber hype-cycle

- Vendors can't do it all, but neither can you
- Tools are only part of the answer
- All eyes on AI and ML
- The next big thing

Speaking the same language

- Communication
- Transparency
- Humility

Cyber ROI

- Why is security so expensive?
- Understanding risk appetite
- Balancing security costs and risk appetite to achieve business value

What if something happens anyway?

- Business Continuity
- Disaster Recovery
- Cyber Recovery
- Crisis Management

It's never going to be perfect

- And it's never going to end
- RFM – Relentless Forward Momentum

Takeaways / Q&A