Modern Data Protection for Healthcare Payers

Protection built for the digital transformation in healthcare.

Healthcare payers are in the midst of a digital transformation. Facing rising costs, government regulations, and high expectations from members, payers are turning toward data-centric solutions to enhance the health of their members while eliminating unnecessary costs. By focusing on technology such as automation and GenAI, payers can reduce administrative costs by 13 to 25 percent, reduce medical costs by 5 to 11 percent, and increase revenue by 3 to 12 percent.[1]

Modernization efforts like omnichannel customer service, partner data sharing, and automation to enhance back office efficiency all generate clinical and financial data which must be secured and recoverable in any situation. Pure Storage has purpose-built modern storage solutions that help payers protect and recover their member data safely and easily.

Security First Storage and Software

Pure Storage is committed to helping our payer customers protect their data and recover it quickly in the event of a loss scenario. Security is paramount so we provide a multitude of storage array protection features from AI-based anomaly detection and integrations with leading backup vendors, to immutable SafeMode™ Snapshots. And we back up our technology with industry-leading guarantees.

Speed Matters
- When recovering critical clinical data, speed matters. Pure Storage provides the fastest recovery from data loss events.

Protection Guarantees
- We back up our technology with unique SLA guarantees for ransomware recovery and zero data loss.

Future Ready Protection
- For payers moving to container-based software development, Portworx® delivers easy data protection options.

- **Ransomware Recovery Guarantee**: In the event of a ransomware attack, it is likely that law enforcement or internal forensics will lock down the infected systems, limiting recovery options. With this SLA, Pure Storage will ship you new arrays as needed and send our team to design and help implement a recovery plan. You can continue to use the new arrays without another data migration. Pure Storage will collect the infected arrays after forensics are complete.

- **Zero Data Loss Guarantee:** This SLA is available as a commitment to customers that they will not experience data loss as long as they follow recommended configurations. In the event of data loss, Pure Storage will provide data recovery services.

- **SafeMode:** To help combat ransomware, Pure Storage provides immutable SafeMode™ snapshots that protect snapshot copies or backups from tampering or deletion by attackers. Because Pure Storage uses a multi-factor protection methodology, hackers cannot delete snapshot copies or backups, even with compromised admin credentials. SafeMode is provided on all Pure Storage arrays.

To help users understand their current data protection levels, Pure1® cloud-based management software provides a Data Protection Assessment, which will evaluate your data protection levels and provide recommendations for improvement.

Array-based Data Protection

All Pure Storage arrays include a range of data protection options, from zero and near-zero RPO/RTO business continuity and disaster recovery to space efficient data snapshots. Pure Storage ActiveCluster™ synchronous mirroring lets you achieve new levels of data availability across racks, data centers, and metro regions without additional hardware or software. Setup and management are dramatically simpler than competitive solutions. Transparent failover means your vital services keep running even in the event of a complete array failure or loss of access.

Pure Storage maintains regulatory compliance and helps achieve GDPR compliance with FIPS 140-2 validated encryption, and impact-free, AES-256 data-at-rest encryption. Encryption requires no user intervention or key management, eliminating human error through accidentally disabling protection (or deliberately, in the case of attack).

Backup and Restore with All-flash

Most healthcare organizations still rely on large fleets of purpose-built backup appliances (PBBAs) as backup targets. However, these outdated systems have multiple flaws. They perform poorly at data recovery—especially at scale— such as in the aftermath of a ransomware attack. PBBAs are not sustainable; they consume large amounts of power and data center space, and generate a great deal of e-waste due to failed disk drives and periodic full system replacements. By contrast, Pure Storage arrays can save you over 85% on space and power, as well as nearly eliminating e-waste. By migrating your backups to Pure Storage, you can clear rack space and reduce power requirements, freeing up capacity for newer initiatives such as AI.

Pure Storage offers all-flash storage for backup with a range of different performance and price points. For your most critical workloads, Pure Storage FlashBlade® can recover multiple petabytes per day from a single system, returning you to service far faster than disk-based PBBAs. This can significantly reduce the financial and patient care impacts of data loss events. Capacity-optimized systems allow you to store petabytes of backups in as little as 5U of rack space, and at a price point equivalent to disk storage. With Pure Storage, there is simply no reason to use antiquated disk-based solutions for backup any longer.

A Wealth of Partnerships

Pure Storage provides certified and tested solutions with a wide range of backup software vendors allowing you to maintain your current backup methods while gaining efficiency and performance, plus the added protection of secure SafeMode snapshots. Tested vendors include Commvault, Rubrik, Veeam, Veritas, and others. Some of these solutions also provide snapshot management for Pure Storage arrays, giving you a full suite of protection.

In addition, Pure Storage can help modernize IBM mainframe backups via Model9 and Luminex.

Data Protection for What's Next

As healthcare payers turn increasingly toward software development modernization, data protection is critical. For Kubernetes-based cloud-native applications, Portworx® by Pure Storage provides a range of data protection options, including backup, disaster recovery and high-availability. Protection is container-granular and application aware, and protection policies can easily be applied as part of the software development process. Portworx simplifies container management and protection for IT departments that may not have experience in delivering storage infrastructure for Kubernetes.

Flexible Purchasing Options

It can be difficult to accurately predict data growth and the impact it will have on data protection volumes. Pure Storage offers flexible, pay-as-you-go subscriptions to all its products, allowing you to scale up and down easily as needed. This avoids both over-buying or under-buying. Pure Storage handles management and upgrades of the hardware, leaving you more time to focus on the ever changing IT needs of healthcare payers.

Additional Resources

- See all Pure Storage healthcare solutions
- Learn how HealthEdge protected their data
- See all Pure Storage data protection solutions

1 From "Healthcare's Next Chapter," McKinsey, 12/19/23.

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