

Healthcare Products and Services (B2B)

Results Snapshot: Anti-Phishing Assessments and Education

Scope

A global B2B healthcare product and service provider evaluated components of the Wombat Anti-Phishing Training Suite. A test group of 50 employees took part in the three-stage Results Snapshot, which included two PhishGuru® assessments and our *Email Security* interactive training module.

Process

1. All participants were sent an initial PhishGuru simulated attack to assess employee recognition of phishing emails and establish a baseline vulnerability measurement. All employees who fell for (i.e., clicked on) the email immediately received a Teachable Moment message explaining what happened and offering tips on avoiding future traps.
2. Individuals who fell for the initial mock attack were automatically scheduled for follow-up training via our Auto-Enrollment feature. Those who did not fall for the attack received a training assignment via email. Users had one month to complete the voluntary education. (*Note: Though completion was not mandatory, our experience has shown that linking assessments and training markedly raises participation rates.*)
3. Following the one-month training period, users were sent a second PhishGuru assessment in order to measure the level of improvement.

Results

1. **Initial PhishGuru assessment** – 25 users fell for the mock attack, an email from “Voicemail System” that indicated users had a voicemail waiting from an unknown caller. This represents a 50% failure rate.
2. **Follow-up education** – 33 of the 50 total users accessed the *Email Security* interactive module, for a training penetration rate of 61%.
3. **PhishGuru reassessment** – Only seven users fell for the second mock attack, a message from “Help Desk” that asked employees to change their passwords as part of a standard 90-day update process. This represents a failure rate of 14%. Four of the seven in this group were repeat offenders (i.e., they had also clicked on the initial message).

Overall Risk Reduction

The company saw a **72% reduction** in vulnerability between the first and second PhishGuru assessments, with 18 fewer users falling for the follow-up simulated attack.

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Healthcare Cyber Risks



63%

of detected healthcare-related security incidents affected availability of email and applications; unintentionally exposed private or sensitive data; and/or compromised customer records¹

12%

of identified security incidents targeted the Retail/Wholesale and Health and Social Services industries²

More than  **95%**

of identified security incidents recognized “human error” as a contributing factor²



76%

less is spent on security events when employees are trained¹

¹ Source: 2014 US State of Cybercrime Survey

² Source: IBM Security Services 2014 Cyber Security Intelligence