

Case Study

# Unified Women's Healthcare



## Challenges

- An increase in phishing and other malicious emails
- Operational overload for IT team tasked with responding to incidents
- Urgent need for a solution that's quick and easy to deploy and manage

## Solution

- IRONSCALES - the AI-driven, self-learning email security platform
- Phishing training and simulation platform

## Results (In a 90 day period)

- 212,294 total remediated emails
- 3,663 analyst hours saved  
-This data is based on the average of 33 minutes that it takes an analyst to resolve a phishing attack. (based on Osterman Research, 2020)
- Tenfold increase in user awareness of email threats
- Time and money saved by automating IT forensics
- Effective blocking of phishing threats

## Company Intro

Unified Women's Healthcare is the largest OB-GYN physician practice management company in the US. Founded in 2009, its mission is to handle all administrative heavy lifting for healthcare organizations (HCOs) so that they can focus on what matters—exceptional patient care. The Florida-headquartered business has grown rapidly over the past five years from 200 to over 10,000 employees and has gone from operating in five to thirteen states plus the District of Columbia. Today Unified Women's Healthcare supports more than 1,800 OB-GYN physician practices across the US.

## The Problem

Healthcare is among the most popular targets for financially motivated threat actors, given the large amounts of financial and personal data stored by organizations operating in the sector. Nearly 600 HCOs were breached in 2020. This represents a 55% increase from the previous year, as cyber-criminals took advantage of security gaps stemming from the sudden move to remote work and the extra workload caused by COVID-19. Healthcare also remains the sector where breach costs are highest—rising by \$2M last year to reach over \$9.2M per incident.

The Unified Women's Healthcare team was faced with these mounting threat levels, as well as a newly expanded attack surface after the firm migrated to Microsoft 365. With several rigorous data protection regulations to adhere to—including HIPAA and PCI DSS—they were looking for an effective email security solution to reduce the risk of serious breaches. Any solution they implemented also needed to be quick and easy to deploy and manage.

"I'd be traveling or working, and I'd get notified that inboxes had been compromised because employees were targeted by a phishing attack. This was the main reason I looked at IRONSCALES. The hassle and the phone calls needed to stop. I was spending a lot of time doing forensics and making sure inboxes were clean. I wanted to set it, forget it and go." – Ruben Vega, Director of IT Infrastructure, Unified Women's Healthcare



“IRONSCALES has a CEO that actually takes the time to reply to emails, talk to customers and keep us updated on future plans. You can sense the passion and the drive they have. The product was super simple to deploy and right now we barely touch it except for taking a look at the dashboard from time to time. It’s pretty much completely automated.”

RUBEN VEGA,  
DIRECTOR OF IT INFRASTRUCTURE,  
UNIFIED WOMEN’S HEALTHCARE

The team also considered two well-known Secure Email Gateway (SEG) products in their attempts to find the right solution. However, both were challenging to set up, didn’t feature AI or automation, and didn’t include a capability to retrieve phishing emails from inboxes quickly and easily. The Microsoft 365 phishing solution the team considered also wasn’t granular enough to meet the requirements of Unified Women’s Healthcare.

## Solution

The security team was excited to learn about the IRONSCALES solution, with its AI-driven threat detection capabilities, robust out-of-the-box reporting functionality, and ease of management. After a presentation about the solution and vision from IRONSCALES CEO Eyal Benishti, Unified Women’s Healthcare was impressed enough to run a proof-of-concept trial with 800 mailboxes.

Three years later, the platform now secures over 10,000 email users, with more added each month as Unified Women’s Healthcare continues its rapid growth trajectory.

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Before IRONSCALES we needed multiple engineers to hunt down a malicious email, understand what the compromise was, where the email was sent, and then go to those users and make sure their own inboxes were not compromised. To have an engineer doing that for five or six hours a day is a waste of their time and skills. They don't have to do that anymore. IRONSCALES frees up their time for more important things."

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## Outcomes

IRONSCALES' self-learning AI capabilities have been highly successful at blocking credential phishing, account takeover (ATO), Business Email Compromise (BEC) and other types of advanced email threats. The security team are particularly excited to see the continued roll-out of new features in this area—for example, the scanning of JPG images to detect fake log-in portals.

The team has also taken advantage of the platform's phishing simulation and training capabilities to run campaigns every month at the click of a mouse. Employees are now "learning as they're working," and this initiative supplements the firm's in-house training program. These efforts are particularly important given that so many staff members are currently working from home.

The IRONSCALES platform has increased worker awareness of phishing and other email threats tenfold, he claims. It has also saved the IT department significant time and resources that would have otherwise been spent on post-incident forensics.

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## Looking Ahead

The Unified Women's Healthcare team urges any IT or security leader in need of a modern email security solution to look at the IRONSCALES platform. Combining ease-of-use with powerful protection capabilities, as well as new functionality that's added regularly, the IRONSCALES solution is "here to stay" at Unified Women's Healthcare.

"I don't hear anybody in the organization talking about how they got phished now. As a solution, IRONSCALES hands down beats the last one we had. It's so much simpler, easy to use, easy to deploy—and you don't have to spend hours making changes or adding code. No one is going to take its place." – Ruben Vega, Director of IT Infrastructure, Unified Women's Healthcare

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## About IRONSCALES

Every day criminals launch billions of new phishing attacks. No company is immune. Legacy solutions can't keep up & cloud providers struggle to stop advanced attacks with native controls. IRONSCALES' powerfully simple email security solution helps you fight back fast and keeps your company safe in today's cloud-first world.

Incubated inside the world's top venture program for cybersecurity and founded by alumni of the Israeli Defense Forces' elite Intelligence Technology unit, we offer security professionals an AI-driven, self-learning email security platform that provides a comprehensive solution to proactively fight phishing attacks.

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## ABOUT SRC CYBER SOLUTIONS LLP

At SRC Cyber Solutions LLP, we provide Next Generation, Automated and User-Friendly solutions in partnership with AUTOMOX for Patch and Endpoint Management, IRONSCALES for Comprehensive Email Security and Anti-Phishing Protection, THREATX for WAAP (WAF++) with an Attack-Centric approach for Web Application and API protection and Project Ares for Online Gamified Simulation-based Cyber Security Training.

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