

## 6 REASONS

### FOR COMPANIES IN THE HEALTHCARE INDUSTRY TO OPT FOR A CUSTOMER IDENTITY AND ACCESS MANAGEMENT SYSTEM

The stringent security and data protection requirements pose major challenges to companies in the healthcare industry. Stricter rules on quality and risk management as well as on technical documentation, enforced by new European regulations such as MDR and IVDR, make this necessary. Customer Identity and Access Management lights up the data jungle and at the same time enables you to have full control over your data.

#### 1. DATA SECURITY AS HIGHEST PRIORITY

The digitalization and networking of the entire economy has created new targets for cyber criminals. Particularly, in times of cloud and mobile, the securing of sensitive company data is becoming more and more complex. In the healthcare industry, which handles sensitive customer data, the highest degree of caution is required. Secure API interfaces and unique user identification to protect data, therefore, have the highest priority. With new identity standards such as OpenID or OAuth 2.0, which cidaas uses for customer identification and access management, you are on the safer side. And all your data is hosted in Germany.

#### 2. CONSENT MANAGEMENT IN ACCORDANCE WITH ALL REGULATIONS OF THE EU-GDPR

Since May 2018, the EU-GDPR has once again made the handling of personal data more strict. In particular, caution is required in the case of companies in the healthcare sector, where personal data is often passed on to a data processor. With the consent management of cidaas, you have the opportunity to give your customers full control over their personal data. The users have the option to not only view their consent preferences, but also to modify them and revoke or confirm a given consent. This will significantly limit the use and misuse of your data by third parties.

### 3. OWN MANGEMENT OF ALL BUSINESS PARTNERS

Online business has not stopped at the B2B markets. Nearly every company, especially, in the healthcare sector, offers its partners and customers an online platform for placing orders. But often the management of users and the allocation of roles and access rights is a terrible mess. Invisible to the end user, cidaas not only takes care of security, but also ensures the perfect user experience. Roles and permissions can be easily set up, modified or deleted.

### 4. SIMPLE AND QUICK INTEGRATION WITH PERSONALIZED DESIGN

Every company has its own individual requirements. Therefore cidaas offers you a variety of possibilities to use your data in a customized way. The integration of cidaas can take place via the standard protocols OAuth 2 and Open ID Connect as well as via Web APIs and SDKs. In addition, we offer you the possibility to design all user interfaces individually, with your own user interface and branding. With Custom Fields you can extend your user information individually. A dashboard also gives you the option to quickly and clearly retrieve data and information and also to provide roles and accesses to the data.

### 5. MULTI-FACTOR AUTHENTICATION - THE BEST OF SECURITY AND EASE OF USE

In order to make digital business processes more secure and productive, multi-factor authentication is becoming increasingly important. In healthcare, it is important to bridge the gap between data protection and seamless access to patient and customer data. Which authentication method suits which application best- can be easily selected and customized using cidaas' modern API interface technologies.



*“A centralized data protection and security policy is a must in every company today. Customer Identity and Access Management provides you with a technically reliable and transparent system that guarantees compliance with the EU-GDPR.”*

Sadrick Widmann . Chief Product Officer

## 6. SAVE COSTS. OPTIMIZE OPERATING EFFICIENCY

Digital solution from experts: unbeatable and profitable  
An individually developed Customer Identity System or IAM is unfortunately usually outdated after a few months. Therefore, the question arises: Why invest in an in-house development or partial solutions? The advantages of a cloud service - like cidaas - are obvious:

A cloud service:

- saves time and human resource, development and operating costs
- creates space for investments in important company-specific expertise and human resources
- opens new business perspectives and opportunities for more turnover
- is economically unrivalled due to cost-transparent and price-safe service packages
- helps you align to the highly demanding requirements in data protection, interface security, authorization and authentication and, and, and ...

These six reasons give you an overview of how a customer identity and access management system can accelerate your business processes and at the same time light up your data jungle.

How you can create transparency in your personalized identity and access management system can be tested in our free demo version at <https://cidaas-in-action.cidaas.de>.

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