

## UDG Healthcare Protects Patients and Data with the Help of OwnBackup



**Industry:** Healthcare

**Location:** Dublin, Ireland

**Founded:** 1948

**Employees:** 8,500+

**Salesforce Users:** 50, growing to 1,000 within the next 18 months

### HIGHLIGHTS:

- 1** OwnBackup supports HIPAA and GDPR compliance
- 2** Pinpoint and quickly recover from user-inflicted data loss and corruption using OwnBackup Compare and Restore
- 3** Proactive data protection with OwnBackup Smart Alerts™

### ABOUT UDG HEALTHCARE

Employing over 8,500 people, with operations in 26 countries, and delivering services in over 50 countries, Dublin-based UDG Healthcare is a global leader in healthcare advisory, communications, commercial, clinical and packaging services. Ashfield, one of the two divisions that comprise UDG Healthcare, drives UDG Healthcare's highest profit contribution. In recent years, Ashfield has accelerated its growth in improving lives through their supportive communications with healthcare professionals. Central to this growth is Ashfield's focus on supporting both healthcare professionals and patients alike, providing multi-channel communication strategies, sales and marketing solutions, patient engagement, and clinical educator services.

### BACKGROUND

#### Salesforce helps Ashfield track patient interactions.

Ashfield directly interacts with patients to provide supplementation education provided by their HCP, focused on helping them understand the nature of their medical treatment, as well as instructing them on the proper execution of their prescribed treatment plans. These patient touchpoints are recorded in detail by the clinical educators and stored within their Salesforce® Health Cloud database. Due to the critical nature of their customer data and essential company information, UDG Healthcare realized that a data protection system that would safely backup patient information, interactions, and medical history was crucial to their continued accelerated growth.

## THE CHALLENGE

### UDG Healthcare required a robust Salesforce data backup solution with compliance support

When UDG Healthcare replaced their on-premise CRM system with Salesforce Health Cloud, they sought a compatible data backup and recovery service that could function seamlessly with Salesforce, while also safeguarding the integrity of their patient information from user-inflicted data loss. UDG Healthcare needed a solution that could help them quickly identify, scope and recover from data loss or corruption in Salesforce. In addition, it was very important to UDG Healthcare that their Salesforce data backup and recovery solution also help them comply with stringent GDPR and HIPAA regulations.

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To protect customer information, healthcare organizations are required to have a complete backup and recovery solution. While SaaS providers do protect data from major outages, they do not guard against accidental data loss or corruption. Based on these requirements, UDG Healthcare needed a comprehensive data protection strategy to help with HIPAA compliance, and keeping the data in the US.

From a GDPR standpoint, UDG Healthcare required a backup solution that could help keep EU data stored in the EU unless it can be protected equally in other regions. Data storage location is particularly important for many local country regulations, such as Germany, which possesses strict legislation concerning where medical information of German citizens may be stored. They also needed the ability to set custom backup retention to help comply with GDPR and meet corporate risk tolerance for retaining EU subject data. GDPR also made it necessary for UDG Healthcare to be able to respond to Data Subject Access Requests within their backups, including Right to Erasure, Right to Rectification, and Right to Data Portability.

## THE SOLUTION

### UDG Healthcare invests in a data protection solution with OwnBackup

UDG Healthcare was impressed with the fact that OwnBackup's data protection platform was comprehensive in terms of backing up their Salesforce data, providing a robust and granular set of restore tools, whilst keeping all sensitive data fully encrypted and secure. OwnBackup, in collaboration with Salesforce and UDG Healthcare, helped to update and align their Restore capabilities with the updated Salesforce Health Cloud. OwnBackup worked quickly to ensure the new capability was released in time to meet the deadline for UDG Healthcare's Salesforce go live date.

OwnBackup now ensures UDG Healthcare has an automatic, daily backup of all its production and sandbox data and metadata, bringing them peace of mind that critical personal patient information and patient interactions are protected against user-inflicted data loss and corruption. With the ability to selectively restore lost information, UDG Healthcare can minimize business impact by reducing the time the data is unavailable and the amount of data that is forever lost or corrupted by minimizing Recovery Time Objective (RTO) and Recovery Point Objective (RPO). This gives them a reliable turnaround plan for a quick restore in case of an accidental data loss or corruption.

Hosted across both OwnBackup's HIPAA and EU cloud data centers, UDG Healthcare data is stored in compliance with industry regulations. OwnBackup's customizable retention policies and GDPR tools for managing Data Subject Access Requests has supported UDG Healthcare's need to maintain GDPR compliance. Partnering with OwnBackup, UDG Healthcare has a data protection solution that works seamlessly with Salesforce, brings greater visibility into the state of their stored patient information, and helps them comply with both HIPAA and GDPR regulations.

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## IN ACTION

UDG Healthcare upgraded their on-premise CRM solution with Salesforce Health Cloud and recognized that it was their responsibility to protect their data from user-inflicted loss and corruption. Once OwnBackup was implemented, UDG Healthcare set up automated daily backups of their Health Cloud data and started to leverage OwnBackup Smart Alerts and OwnBackup Compare to keep a closer eye on changes in patient data. OwnBackup allows UDG Healthcare to investigate and pinpoint data changes by using Smart Alerts enabling proactive monitoring of any modifications to the data. Moreover, the OwnBackup easy-to-use Compare tool assists UDG Healthcare in their efforts to identify and resolve user-inflicted data loss or corruption scenarios. This allows UDG Healthcare to mitigate risk and quickly recover from situations involving lost or corrupted data.

## ABOUT OWNBACKUP

OwnBackup, a leading cloud-to-cloud backup and restore vendor, provides secure, automated, daily backups of SaaS and PaaS data, as well as sophisticated data compare and restore tools for disaster recovery. OwnBackup covers data loss and corruption caused by human errors, malicious intent, integration errors and rogue applications. Co-founded by seasoned data-recovery, data-protection and information-security experts, OwnBackup is a top backup and restore ISV on the Salesforce AppExchange and was selected as a Gartner 2015 "Cool Vendor" in Business Continuity and IT Disaster Recovery. For more information, visit <http://www.ownbackup.com>.

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*“OwnBackup’s unique set of tools, especially the Compare and Restore tools, provided us with functionality not natively available in Salesforce. This allowed us to move forward with our projects knowing that our customers’ data was secure. UDG Healthcare can now compare changes between backups, monitor and be alerted to major modifications with Smart Alerts, and have access to complete backup and restore capabilities. It was very important for us, as a healthcare company in Europe, to be in compliance with HIPAA and GDPR regulations. Thanks to OwnBackup’s cloud-based backup and recovery solution, we gained a sense of confidence from the knowledge that our customers will always be protected from user-inflicted data loss or corruption.”*



- Niall Clarke,  
Group Enterprise  
Architect,  
UDG Healthcare