

Security, Compliance, and Archiving for Healthcare & Life Sciences

Social SafeGuard is a cloud-based technology that enables Healthcare and Life Sciences companies to protect themselves from the security and compliance risks that are associated with the use of digital media. Social SafeGuard helps companies understand their social media landscape, limit risk, and protect their reputation by identifying known, suspicious, or fraudulent social media assets. In addition, Social SafeGuard helps companies avoid regulatory fines and sanctions by identifying and remediating the messages, posts, files, and images that create risk for Healthcare and Life Sciences companies in real time.

In 2016, Social SafeGuard stopped 350,000 policy violations which saved our customers approximately \$1.5B in fines.

23%

The percentage of drug companies that have not addressed social media security and privacy.

40%

The percentage of consumers that say information found via social media affects the way they deal with their health.

31%

The percentage of health care professionals use social media for professional networking.

How does Social SafeGuard help my company?

Social SafeGuard provides companies with an automated solution to easily comply with key regulations such as FDA, OIG, and HIPAA across all internal collaboration and external social media platforms. Key risk areas include:

- Off-Label Promotion and Discussions
- Adverse Event Reporting
- “Fair Balance” Product Promotion
- Anti-Kickback Violations
- Competitor Mentions
- PII – Personally Identifiable Information
- PHI – Personal Health Information
- KOL Conflict of Interest
- Security Concerns such as Malware and Spam

How does Social SafeGuard protect my company?

ARCHIVING

Ensure compliant archiving in order to reduce time for discovery and to produce a complete audit trail to demonstrate risk remediation efforts.

COMPLIANCE

Ensure compliance through the identification and remediation of all risky posts, files, attachments, and images.

SECURITY

Protect social assets from malicious threats such as malware, spam, and fraud in addition to discovering unauthorized social media accounts.

External Social Media



Internal Collaboration



Veeva

Partners



Social SafeGuard protects companies from industry risk factors through three key capabilities: