

## CASE STUDY



A STARTUP BUILT  
TO REVOLUTIONIZE  
INJURY RECOVERY



SaRA HEALTH™

## COMPANY PROFILE

**COMPANY:** SaRA Health

**INDUSTRY:** Healthcare

**CLOUD PROVIDER:** Amazon Web Services (AWS)

**WEBSITE:** <https://sarahealth.io/>

Strong security requires visibility. This is especially true in the healthcare industry, where companies are dealing with heavily regulated data, and poor security can lead to a terminal financial diagnosis, or worse - the personal health data of patients being accessed by the wrong people.

At SaRA Health, executives know that just being HIPAA compliant isn't enough. Regulatory compliance is a minimum, and should be the result of having the right security solutions and processes in place. As the company established itself and plotted its growth leveraging the public cloud, its leadership realized that layering cybersecurity on top of their cloud service was the best bet for ensuring the company's IT security needs were getting met.

## A DOSE OF CYBERSECURITY

SaRA Health was founded in 2018 with a single mission in mind: to reduce patient recovery times through their technology and provide personalized patient care. There has been a documented perception of limited compliance with adherence to prescribed home exercise programs in physical therapy patients, with at least 65% of patients failing to adhere to their prescribed treatment. Its target customer is a self-insured employer involved in an industry with high levels of worker compensation claims. The Simplifying Recovery Assistant (SaRA) application provides patients with digitized home exercise plans and individualized notifications and reminders and gives healthcare providers a way to monitor patient progress remotely and adjust recovery plans from their laptop or mobile device.





“At SaRA, our goal is to help patients recover faster by optimizing the time they spend outside of the clinic,” says Steven Coen, CEO of SaRA Health. “Success for us is quantified by improving patient outcomes. Everything else follows from there.”

Like many organizations, SaRA Health looked to the cloud to host its infrastructure and became an Amazon Web Services (AWS) customer. AWS offers a significant amount of advice for companies needing to maintain HIPAA compliance in the cloud, ranging from whitepapers to an AWS Quick Start reference architecture. Yet even with the increasing amount of security capabilities offered by AWS, Coen felt third-party security tools would add defense in depth.

“The reason we chose AWS specifically was their innovative approach to prioritizing HIPAA compliance for the tools they release,” says Coen. “That dedication was a primary driver for us to get on AWS.”

“Our biggest concern was what we didn’t know,” he continues. “How do we know we are doing the right things and taking the right actions to best protect our patient’s data within the public cloud? For a startup, our existence depends on it.”



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— Steven Coen,  
CEO of SaRA Health

## VISIBILITY AND PROTECTION

The threat facing health organizations is very real. Stolen medical information can be purchased on the dark web and remains a target for identity thieves and criminal hackers alike. In addition, according to the Ponemon Institute's ["2018 Cost of a Data Breach Study,"](#) each stolen record cost healthcare organizations \$408, which was nearly three times the cross-industry average of \$148.

"A lot of companies establish themselves and think about security when they start to grow, and it becomes an issue. We knew that we wanted to build a secure business initially, so our clients' data is covered regardless of size," Coen says discussing building a thriving business. After weighing multiple vendors, SaRA Health selected Armor's Armor Anywhere solution. Armor Anywhere is a managed security-as-a-service (SECaaS) platform that unifies security for on-premises, public, private, and hybrid cloud environments. With Armor Anywhere, organizations can meet a significant number of HIPAA/HITECH requirements, from log management to malware protection to file integrity monitoring.

One of the main benefits of Armor Anywhere for SaRA Health has been increased visibility into their environment. Through a single pane of glass, Armor Anywhere allows users to view analytics, track security measures and countermeasures, and run reports about their entire environment through the Armor Management Portal (AMP).

"When we looked at the market, we saw there were a lot of different tools out there, but what we really liked about Armor was transparency and simplicity of deploying the agents in our cloud," Coen says, noting that Armor increased their speed to market by 15-20%, which is equivalent to at least one month of dedicated development time. "Armor gives us a lot of visibility into our infrastructure and our technology and allows us to make our own decisions and repairs when necessary."

"The dashboard itself has actual tactical information that you can use to go and fix a potential issue before it becomes one," he says. "For someone like me with a supply chain and manufacturing consultancy background, the idea of predictive analytics being implemented is very attractive, and Armor has a way of giving that to me."

"AMP tells me, here's the ranking — yellow, green, red— in a bite-sized digestible manner," explains Coen. "I think that is very powerful."

With regards to their implementation, SaRA Health CTO Valeed Malik stated, "Armor provides top of the line security and issue identification. Within 24 hours we started getting notifications and alerts via our dashboard in AMP that makes fixing potential shortcomings much easier and targeted than if we did this alone. Beyond the product, the team has been very responsive on both the sales and technical side, their pricing is fair and logical, and they understand how to work with newer companies. Any company that may touch PHI or PII should look at Armor, especially if they are on AWS."

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## GROWING SECURELY

Having a third-party provider handle their cybersecurity and compliance needs allows SaRA Health to focus on their core business without having to worry about hiring additional employees who specialize in HIPAA infrastructure. With the way Armor scales with customers as they grow, creating new environments for testing, staging, and production has become much more efficient. On the customer and sales side, Armor's reputation is a proof point for the company when customers ask about HIPAA compliance.

"With Armor and AWS combined, we now have protection in key portions of our tech stack and visibility into potential areas for improvement in the areas that AWS is not responsible for," Coen says. "In combination, they help us achieve our goal doing more than just the minimum but making security a priority to ensure that patients and providers can trust us with their sensitive information as we continue to grow through the years."

## REFERENCES

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