

# User Awareness – Case Study

## BUILDING SECURITY MINDED ORGANIZATIONS



## Background

The leaders for a large financial division, (1000+ users) of a multi-state healthcare organization, were looking to execute a focused security awareness program for their staff. Their progressive leadership group realized that the organization’s awareness program did not address the key risks associated with their division – *targeted phishing campaigns and patient medical identity theft.*

## Solution

Utilizing North Wonders’ proven methodology, the teams defined objectives and metrics from these two risks that would be used to design the best program for their organization – accounting for their communication preferences, technology footprint and organizational culture. The multi-channel, multi-touch program included surveys, live presentations, manager talking points, internal social networking, and simulated attacks.

## Outcome

After execution of the campaign, the defined metrics were collected and presented to leadership. All of these metrics exceeded expected values. This included the following:

- Staff detection rate of phishing emails improved by 70%.
- Staff awareness of medical identity theft risks and red-flags improved by 66%.

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### North Wonders

Phone: 312-834-7621

Email: [info@northwonders.com](mailto:info@northwonders.com)

Site: [www.NorthWonders.com](http://www.NorthWonders.com)