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D4C DENTAL BRANDS

Customer-at-a-Glance
D4C Dental Brands

Website
d4cdentalbrands.com

Industry
Healthcare provider

Number of Users
2,000 employees and dental practitioners across 150 locations

Challenges

‣ Consolidating and centralizing security management and services with a single, integrated platform

‣ Providing business continuity, with consistent, transparent security for multiple locations

‣ Safeguarding healthcare locations against advanced malware and ransomware

‣ Protecting vital patient data against breaches and threats

‣ Improving and measuring user security awareness

‣ Simplifying compliance and reporting in accordance with healthcare regulations

Sophos Solutions

Sophos Intercept X Advanced
Sophos Intercept X Advanced for Server
Sophos Central Device Encryption
Sophos Mobile
Sophos Phish Threat

Sophos Helps Fast-Growing Dental Network Unify, Simplify, and Centralize Security
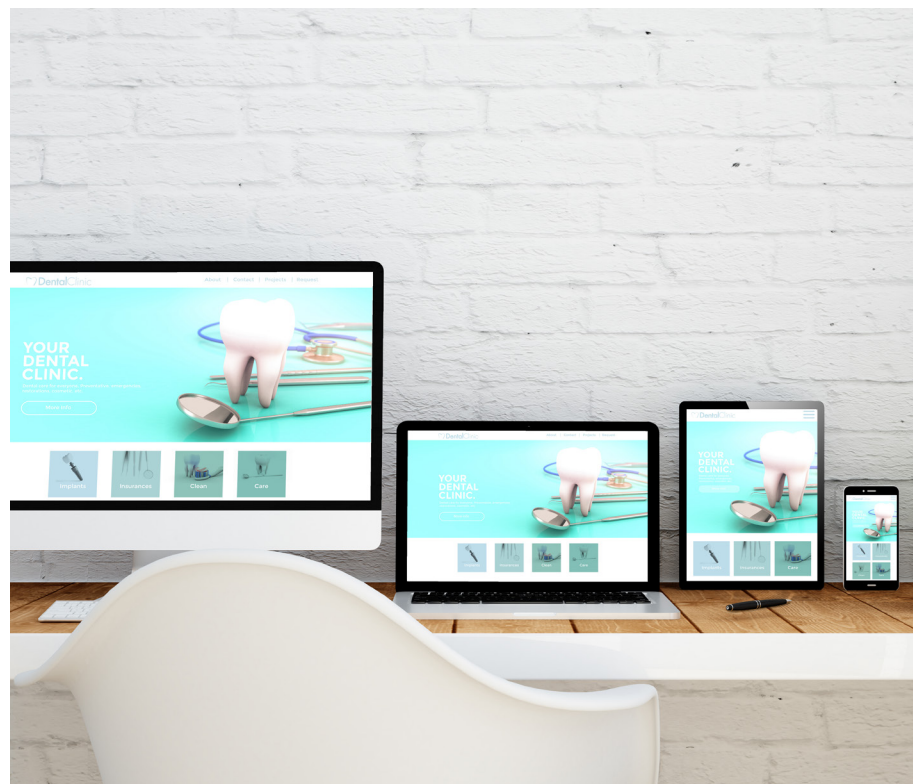
D4C Dental Brands A customer success story

D4C Dental Brands has big ambitions. As the largest pediatric dental and orthodontic specialty network in the U.S., the organization supports high quality oral healthcare for children. It provides participating dentists with opportunities to network and collaborate with their peers and pursue continuing education to maintain licensure and expand their knowledge. Originally established in Georgia, the organization now has 150 locations in multiple states, including South Carolina, Florida, Maryland. D4C Dental has set its sights on doubling its footprint this year.

From human resources to IT security to revenue cycle support, D4C Dental's charter is to provide its practitioners with centralized services. As D4C Dental CIO Cliff Hogan states, "The dental practices in our group get the benefit from having a team, as opposed to just one or two people looking after things. And that doesn't necessarily mean replacing people. It's more about offloading administrative and technical burdens from them and reallocating their staff so that they can provide better patient care."

This expansion into new regions prompted Hogan to embark on an initiative to consolidate and centralize IT security services under one umbrella, which means integrating and standardizing networks, best practices, and security. Hogan's main impetus behind this effort is to ensure that the practices in D4C Dental's network provide superior patient care, rather than concern themselves with cybersecurity issues.

Hogan needed a comprehensive security solution that would be easy for his team to manage and that would give the organization and its practitioners the protection and security they needed to function seamlessly.

When an organization needs to consolidate and centralize security, who do they look to and why?

When Hogan embarked on his search, the vendor that immediately came to mind was Sophos. Working in a similar role at his previous company, Hogan recalled the positive results he had experienced when Data Integrity Services introduced him to Sophos several years ago. Hogan rekindled the relationship with his trusted technology partner. Data Integrity Services quickly brought Hogan and his team up to speed on the latest Sophos advancements and offerings.

'The good news is that Sophos never fails to protect us. It stops everything malicious and provides us with alerts, so we can respond quickly—and to me, that's worth its weight in gold.'

Cliff Hogan
CIO
D4C Dental Brands

Hogan brought in his own team of 10 IT professionals and the contractors who work at dental offices across D4C Dental's multiple locations. They all had an opportunity to attend webinars and demos delivered by Data Integrity Services and had a voice in the final decision. The majority agreed that Sophos provided superior coverage to other security solutions, including the incumbent vendor at D4C Dental.

How does Sophos Central unify security management and advanced endpoint protection?

The cloud-based Sophos Central management platform was the first thing that caught Hogan's attention. It was pivotal in his decision to embrace Sophos as the primary security vendor for D4C Dental. The simple and intuitive single-pane-of-glass interface that integrates multiple technologies—from encryption and endpoint protection to anti-ransomware and phishing simulation training—brought everything together in a way that matched Hogan's vision. Best of all, he could see that implementation would be quick and seamless.

Hogan set forth a plan that included deployment of Sophos Central with next-generation, signatureless endpoint protection, which blocks malware and infections by identifying and preventing techniques and behaviors used by attackers in the majority of exploits. He sees great value in Sophos' ability to catch zero-day threats without affecting PC performance. This means dental offices in the network are fully protected, and disruption in efficient delivery of superior patient care is minimized.

Sophos Intercept X Advanced is another solution that Hogan added to the mix. As an extra layer of endpoint protection, it goes way beyond malware, providing advanced CryptoGuard ransomware protection, signatureless exploit prevention, and malware detection based on deep learning—a form of artificial intelligence. Hogan was especially impressed with its root cause analysis feature, which provides insights into threats that will help prevent similar attacks in the future.

How do you protect against potential threats coming in from remote locations?

Every time a new dental practice is onboarded, Hogan and his team need to be diligent about ensuring that their PCs are protected. One particular Friday afternoon stands out in Hogan's mind. A new practice connected PCs infected with CryptoLocker, unbeknownst to the IT team, to the corporate network. Sophos immediately detected the threat, so Hogan's team went to work to clean the affected machines and update the new practice's endpoint security. By Monday, when everyone came back to work at the dental office, it was as if nothing at all happened. In addition, Sophos blocked the ransomware threat from corporate servers, so vital data was untouched.

"We've had at least two such incidents. The good news is that Sophos never fails to protect us. It stops everything malicious and provides us with alerts, so we can respond quickly—and to me, that's worth its weight in gold," affirms Hogan.

'Sophos Central has been so beneficial. It makes compliance tracking much easier. At our monthly meetings, the management committee can get a view into the dashboard and see the progress we've been making. This elevates our team and keeps the organization compliant.'

Cliff Hogan
CIO
D4C Dental Brands

What's the best way to keep sensitive healthcare data safe and streamline compliance?

To round off endpoint protection, Hogan and his team also implemented Sophos Central Device Encryption and Mobile for internal employees and dental offices. Safeguarding protected health information (PHI) for patients is a strict HIPAA compliance requirement. Apart from that, PHI is also treasured by attackers, as it contains a wealth of sensitive patient information. If stolen, it can be exploited, sold on the Dark Web, or held hostage in a ransomware attack until the targeted healthcare organization sends a payoff.

With Sophos Mobile, Hogan's team can restrict access to the network and data based on device compliance rules and in accordance with healthcare regulations. This allows for increased protection and improved compliance for the distributed tablets within the organization. Additionally, Sophos Device Encryption allows users to share encrypted files—whether they are stored locally or in the cloud— between devices that support popular operating systems.

Sophos Central also plays a key role in streamlining compliance and reporting. The easy-to-use dashboard provides Hogan with an update on where the organization stands with respect to compliance on servers, desktops, laptops, tablets, and data encryption, along with information on recent threats that have been detected.

"Sophos Central has been so beneficial. It makes compliance tracking much easier. At our monthly meetings, the management committee can get a view into the dashboard and see the progress we've been making. This elevates our team and keeps the organization compliant," outlines Hogan.

Start your free trial of Sophos Intercept X today.

What's the most effective way to increase security awareness among users?

Well aware that the user is often the weakest link when it comes to securing an organization, Hogan is a big believer in the importance of security awareness training. While D4C Dental had internal security training for its employees, there was no way to measure its effectiveness. Hogan and his team were impressed with Sophos Phish Threat's easy setup, its up-to-date real-world attack simulations, and its at-a-glance testing metrics that provide insights into overall security posture. Hosted in Sophos Central, Hogan's team manages Phish Threat from the same interface they use to manage Intercept X Advanced, Mobile, and Central Device Encryption.

"Using Sophos Phish Threat has really been eye opening in a good way," remarks Hogan. "We launched several campaigns, and then, when we tested our entire group—corporate users and our dental offices—the results trended lower than the industry norm, which was great. This showed us that the trainings we were doing were effective and that people were paying attention."

What's ahead for D4C Dental?

Hogan looks forward to incorporating other Sophos technologies into his security infrastructure. With so many desktops and laptops in multiple locations, encryption for these devices is a top priority, as protecting patient data is paramount.

Getting Sophos integrated into D4C Dental's IT operations has been a big step forward for Hogan and his team. It not only provides robust protection across all their locations, it also eliminates the need to add IT headcount, so the economics make good sense. Most important of all, Sophos has enabled the organization's network of dental offices do what they are meant to do—provide excellent oral care to children and adults.

"Sophos Central was really simple for us to deploy, and it's easy to support, so there's no need to hire more engineers. The implementation resulted in a lower cost of ownership. Plus, it was straight-forward for our network of dental offices to make the transition," says Hogan. "We want our dental offices to do their jobs and not worry about security. We never want security to be a barrier, we only want security to be a platform for doing great work—and Sophos has truly helped us achieve that goal."

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