

Connecting the Dots for Memorial Healthcare System: How a Privacy Issue Created an Opportunity

Forethought Marketing helps organizations achieve extraordinary results by aligning brand with authenticity. Anchored by our MAGIC Sessions®, we combine precision marketing and strategic communication to bring clarity and momentum.

For Memorial Healthcare System, alignment became action through a targeted internal communication plan—closing HIPAA knowledge gaps system-wide and building a culture of shared accountability for protecting patient information.

Client Background

Memorial Healthcare System is one of the largest public healthcare systems in the nation and highly regarded for its exceptional patient- and family-centered care.

In 2012, Memorial discovered that individuals had impermissibly accessed patient information and reported the findings to the U.S. Department of Health and Human Services (HHS) Office for Civil Rights (OCR). As part of a Corrective Action Plan, Memorial had two on-site visits from CynergisTek to interview Memorial staff on HIPAA IT Security Policies.

01 The Challenge

- **Inconsistent understanding of HIPAA policies** across the organization elevated security risk and weakened breach prevention.
- Gaps in accountability culture meant **safeguarding patient information varied widely** across teams.



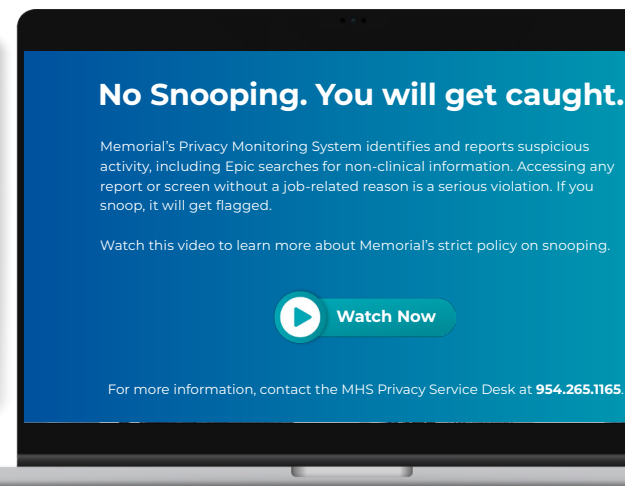
IT Security and Privacy
It's everyone's responsibility.

02 Our Approach

- **Launch an internal awareness campaign** (videos, eblasts, screensavers) to drive system-wide policy acknowledgment.
- Galvanize the workforce through a **unifying tagline** and **visual identity**.

03 The Impact

- During a CynergisTek visit, 44 members of the Memorial workforce from six different facilities were interviewed, with over **90% demonstrating a clear understanding of the HIPAA policies** in place.
- Continued campaigns around "Patient privacy and security is everyone's responsibility" have **cemented a complete culture shift** within the organization.



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Campaigns**

Ready to connect the dots? Let's get started. Contact Suzanne Sarsfield Scarano at ssscarano@forethoughtmarketing.com.