

PWN Health Evolves into Everly Health - Growing from 50 Employees to Over 700

The Customer

PWN Health was a small startup pharma-tech company that focused on in-home testing. PWN acquired Home Access Healthcare, whose specialty was lab work. Subsequent to that, Everly Well acquired the PWN/Home Access bundle and rebranded themselves as Everly Health.

The Challenge

The organization knew they needed to establish and mature a security program in order to demonstrate compliancy, enable market scaling, and onboard customers. Areas for growth included access controls, encryption, asset management, mobile device management, ticketing administration, end-user management, and more - which are key for accomplishing certifications necessary for growth.

The Solution

We conducted a comprehensive as-is assessment, developed and prioritized a strategic roadmap of controls, and implemented administrative, technical and physical controls to advance the security and privacy program.

We built security structures for 50 employees - expecting continued growth which would require those structures to become more complex and robust - and provided continual problem-solving support through that growth process.

Kuma additionally orchestrated monthly security and privacy awareness activities in addition to providing the web-based training modules - to build in a culture of privacy and security awareness as they evolved.

CUSTOMER
Everly Health

The logo for Everly Health, featuring the words "everly" and "health" in a white, lowercase, sans-serif font, stacked vertically on a dark teal square background.

SERVICES IMPLEMENTED

- Chief Information Security Officer
- Chief Privacy Officer
- Application Security Officer
- Network Administrator
- HIPAA Risk Analysis
- Policies & Procedures
- Vulnerability Management
 - Scans and tests
 - Logging and monitoring
 - SIEM console
- Continuous Monitoring Program
- Vendor Management Program
- Security and Privacy Training and Awareness

RESULTS

- Formal security program
- HITRUST certification
- Multiple successful acquisitions
- Moving forward independently



**ESTABLISHING
A MATURE SECURITY &
PRIVACY PROGRAM
ENABLES:**



**MARKET
DIFFERENTIATION**

**CONSUMER
TRUST**

**CULTURE OF
SECURITY**

**DEMONSTRABLE
SECURITY**

**OBTAINING
CERTIFICATIONS**

**INCREASED BOARD
CONFIDENCE**

**CONTINUED
GROWTH**

The Results

Our goal was to create a solid privacy and security structure sustainable through rapid sector growth, that would be a market differentiator through merger-and-acquisition activities, and ultimately empower Everly Health to maintain it themselves. We helped them to implement all the different aspects of a fully functional and mature security program, throughout all the acquisition activities, and beyond.

At this time, we continue our strong partnership with EverlyHealth providing targeted services such as Incident Response Tabletop Exercises and Disaster Recovery Drills, as they manage the foundational program we helped them to mature. We built this together with the intention in mind that we would ultimately step back - it was important that we didn't just create a role that made us indispensable.

Our focus is always on fostering a good partnership for everyone, not making as much money as possible. Wanting to use our expertise to set Everly Health up for continued success, when we stepped back from working directly with them daily, we helped them to seek out and find the right person to work with them in-house.

Establishing and implementing a privacy and security program in the midst of scaling market advances - and then successfully navigating a series of mergers and acquisitions - will always provide an array of organizational and financial challenges to companies. We are honored to have been - and to continue to be - standing with Everly Health as their trusted third-party partner to negotiate these journeys for - and with - them.

Kuma

Kuma is a global privacy, security, and identity consulting company that provides progressive best practices for optimal success to every client, staffing each project with senior-level resources, and delivering influential thought leadership through strong industry relationships and quality partnerships.



Learn more at kuma.pro