

Client lens

Firsthand insights from a health tech startup



Dr Sandeep Bansal, CEO and founder of Medic Creations, shares his firsthand experience of living and working through the shifts driven by the global events of the last year.

“We’re a technology-led startup; our company setup included a remote working policy from the get go, allowing us to work from home if we needed or wanted to. We’re a critical system servicing hospitals and healthcare, so our team has always needed to react very fast and to be able to access the servers and the technology from the engineering side, from wherever they happened to be.”

"Stratia Cyber has helped us to understand where our gaps were, and what we can do to build up the existing security measures we do have in place. They've helped us with penetration testing our product as part of a continual assessment cycle."

Putting policy into practice

Making sure the team understood the policies and processes relating to handling sensitive data that we had in place back when our working patterns first felt the impact of Covid-19 was our number one priority. We worked with Stratia Cyber to implement Cyber Essentials Plus and ISO 27001, as well as pen testing our solution, Medic Bleep.

Communication, really good communication

Surviving the pandemic was one thing; thriving despite it comes down to really good communication. When we got rid of our physical office space, we increased the frequency of team meetings initially to once a week. We only introduced town hall style meetings for the entire team to be present and focus on what we can do better after making the decision to become a fully dispersed team. And day to day, Slack provides a lifeline, especially for the engineering team who is most likely to struggle as a result of poor communication across the business.

No one has complete immunity

We've really tightened our email security; during the pandemic, scams targeting the healthcare sector have spread faster than the virus itself. Global panic and anxiety create the perfect conditions for fraud,¹ and in May 2021 statistical market research estimated the Global Healthcare Fraud Detection Market is expected to reach US\$ 6.9 billion by 2027.²

In March 2020, I actually got caught out. Since then our focus has been unmoved to ensure that doesn't happen again. Thankfully, the incident was contained and the impact was low, but this kind of threat comes with a huge knock-on effect for our customers, and anyone else we're working with. As more IOT (Internet of Things) devices come into play and the popularity of new technologies like virtual reality and 5G grows, so does the level of risk. We intend to continue to work very closely with Stratia Cyber to make sure that we're adhering to best practices.

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Dr Bansal, CEO and founder, Medic Bleep

Protect yourself, not just your product

Since I was targeted with an attack that succeeded in duping me, it's definitely made the entire organisation a lot more aware of the real risk. Until then we'd been focusing so much on our product, and the security of the product, that we'd not fully recognised that there's a whole lot more that applies to the company itself. Your product might not go down or even be affected by a cyber attack, but if you can't get into your emails, you can't function as a business. It's not just the product that needs protection, it's the entire company and end-to-end solution, right from somebody touching our website, all the way through to the delivery of our service.

We have the necessary security protocols in place, but we've definitely seen a rise in attacks on our server, and we know firsthand that people have tried to DDoS (Distributed Denial of Service) Medic Bleep in the last year.



¹ <https://healthitsecurity.com/news/report-rise-in-covid-19-vaccine-social-engineering-bec-phishing>

² <https://www.prnewswire.com/in/news-releases/healthcare-fraud-detection-market-to-reach-us-6-9-billion-by-2027-globally-cagr-25-3-univdatos-market-insights-881508062.html>

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