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Mimecast helps GenesisCare protect its most vulnerable vectors and protect patient information.

Recognising that email remains the top attack vector and that 90% of data breaches originate from human error, GenesisCare sought out a partner to help secure their organisation.

GenesisCare found that the capabilities, services, and market prominence of Mimecast shone against competitors.

GenesisCare now has a successful culture of awareness built within the organisation and has prevented any major cybersecurity issues.

> " …it isn't just responding to current threats that made Mimecast the right partner for GenesisCare. Its innovation to meet future threats and enable its clients like GenesisCare to keep up with today's evolving cybersecurity landscape is what sets Mimecast apart.
>
> **Mike Kleviansky, Head of Information Security at GenesisCare**

Five years ago, Mike Kleviansky took on the role of Head of Information Security at GenesisCare, a leading healthcare provider in Australia, specialising in the treatment of cancer.

"Patients are at the heart of everything we do at GenesisCare and we have a duty to those in our care to keep their personal data and health information safe and secure," said the Head of Information Security.

"Historically, the business relied on third-party vendors to secure its sensitive operations, so I was excited by the opportunity to build an in-house cybersecurity function from the ground-up and introduce more mature cybersecurity practices across our business."

Kleviansky set out to create a cybersecurity strategy that ensured sensitive and tightly regulated patient health data and financial information was safeguarded. Working strategically with reputable partners and vendors that understood the organisation's needs would be essential to ensuring that the key outcomes were achieved within set budgets and resources.

One of these identified was Mimecast who would help GenesisCare protect its patient health and financial information in one of most vulnerable areas of attack: email.

Finding the right cybersecurity partner

"The number one attack vector we see across most organisations is via email," says Mike. "Email is a universal communication tool both internally at organisations and externally with clients, making it an obvious attack vendor, and one of the easiest targets for potential scammers. In fact, 90% of data breaches in corporate organisations typically originate from human error, with employees clicking on phishing emails, or links to malware."

Armed with this information Mike had to find the right cybersecurity partners that could solve GenesisCare's email vulnerabilities. He found that the capabilities, services, and market prominence of Mimecast shone against competitors.

"Mimecast is recognised as a leader in email security, enabling us to strengthen GenesisCare's defences against evolving phishing attacks with its Advanced Email Security product."

Mimecast's Advanced Email Security blocks the most dangerous email-borne attacks, from phishing and ransomware to social engineering, payment fraud, and impersonation. It leverages AI to defend employees from sophisticated social engineering and business email compromise attacks while also preventing attacks from spreading internally and to supply chains. Further, with QR code detection and deep URL scanning it can block both quishing and phishing attacks and the expanding threats from malicious links.

"The product is beneficial as it ensures that your email - whether ingoing or outgoing - is scrutinised, filtered, and assessed, ensuring first class data protection as well as the prevention of any malicious content from being disseminated."

"Mimecast's technology is that piece of the puzzle that GenesisCare's defences were missing, ensuring that every email entering or leaving the organisation is fully secure."

But it isn't just responding to current threats that made Mimecast the right partner for GenesisCare. Its innovation to meet future threats and enable its clients like GenesisCare to keep up with today's evolving cybersecurity landscape is what sets Mimecast apart.

GenesisCare's partnership with Mimecast was a strategic move towards enhancing the organisation's defences against sophisticated phishing attempts, underscoring the importance of a supportive and collaborative partner relationship, which Mike viewed as fundamental to adapting and growing with the dynamic cybersecurity landscape.

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Investing in more than just technology

However, the decision to work with Mimecast wasn't solely influenced by its technology capabilities. GenesisCare has also rolled out Mimecast's security awareness training and initiated the Cyber Champions Program for employees. "Mimecast played a pivotal role in making email our strongest protection and transforming our employees, often considered the weakest link when protecting an organisation from cybersecurity breaches, into a formidable defence," Mike explained.

"To fully ensure your organisation is cyber-secure, having the best technology software in place isn't enough. These efforts start with a culture of awareness and your employees, ensuring they are equipped with the skills and training to detect threats and to know what to do when they do arise."

"We've been able to successfully build a company-wide culture of awareness through our implementation of Mimecast's Security Awareness Training program. That's what we've been able to achieve with Mimecast."

GenesisCare created a Cyber Champions Program to inspire a culture of risk awareness throughout the organisation. This program coupled with excellent Security Awareness Training content provided by Mimecast, ensures that GenesisCare staff are able to receive ongoing cyber education. With human error involved in almost all organisational security breaches, the program aims to foster a culture of security consciousness and responsibility within the organisation.

It's one of the many ways Mimecast has helped set GenesisCare up for success with its cybersecurity.

Success, or the absence of failure

"Over the past few years since GenesisCare implemented Mimecast, we've seen a successful culture of awareness built within the organisation and 'success' in preventing any major cybersecurity issues from impacting us," Mike summarises.

Working with Mimecast, GenesisCare has significantly fortified their cybersecurity positioning, better empowering the organisation to protect all confidential and financial data.

"As we continue to commit to securing sensitive patient health information in a much more secure and robust manner, the journey with Mimecast will go from strength to strength."