



Cloud ID™ for Healthcare Solution Brief

Synacor's Cloud ID™ is an Oracle Cloud Infrastructure-based SaaS solution that offers secure and scalable identity and access management for healthcare providers. With over two decades of experience in the media industry, Cloud ID is an industry leader in the Identity and Access Management (IAM) space, reaching more than 200 million subscribers and managing over 30 million unique sign-ins per month.

Cloud ID offers a frictionless way for healthcare providers to authenticate and authorize users, enabling them to unlock access to digital services across any device. With hundreds of identity integrations, Cloud ID is a master integrator, offering managed service solutions that support the speed and scale required across today's healthcare ecosystem. Cloud ID has partnered with Oracle to securely and scalably enable virtual, dynamic data meshing per application while protecting PHI. By solving healthcare's data mesh challenges on an app-by-app basis, we support Larry Ellison's vision of a national EHR database, ultimately improving patient engagement and care.

Cloud ID offers healthcare providers a range of powerful authentication, authorization, and integration capabilities. Here's how our team can help:

Authentication Users are securely authenticated, enabling them to access Protected Health Information (PHI). For example, a nurse checking on their patient or a family member checking on their loved one.

Identity Federation When users log in to one system, that trust can be extended to many additional systems. For example, logging in with your insurance provider to authenticate and consent to the sharing of data with your healthcare provider.

Authorization PHI access by authorized individuals and systems is checked for authorization in real-time and granted based on their rights. As an example, a ward nurse would only have authorization to access the patients at the individual hospital where they work, whereas a Chief Nursing Officer could have extensive rights to look across a group of hospitals in her/his network.

Brute Force Authentication Protection Derails malicious actors' access to our systems through countermeasures which thwart repeated login page submission attempts.

Confidentiality Users and systems, including 3rd parties, are securely linked to their data without exposing any specific information about them. A unique opaque identifier provides no information other than a random string of characters thereby protecting patient confidentiality and supporting HIPAA compliance.

Managed Integrations Homogenized interfaces that result in reduced integration costs and increased interoperability. As an example, the ease of use at which a dashboard can be implemented and secured while unifying multiple data points like patient vitals & PHI, room video feeds, risk factors, etc. (Telehealth Command Center)

Seamless Migrations Secure user rights are maintained from one system to another, ensuring that a user's devices and apps remain linked, providing frictionless interactions while maintaining security.

Cloud ID delivers a scalable and secure solution for healthcare providers to authenticate and authorize patients, caregivers, and systems with real-time access to sensitive, yet essential, personal information resulting in improved care. Cloud ID functionality enables healthcare providers to manage surge demand, integrate multiple data sources, and maintain high availability. If you're interested in learning more about how Cloud ID can support your healthcare organization, schedule a demo today.