

# HEALTHCARE


CUSTOM CONTENT • July 16, 2018



*Presented by*

Mission Hospital Foundation 





A NEW APPROACH  
TO CANCER CARE  
IN OUR COMMUNITY

**JUDI AND BILL LEONARD**  
**INSTITUTE *for***  
**CANCER PREVENTION,**  
**TREATMENT *and* WELLNESS**  
**AT MISSION HOSPITAL**

**Mission Hospital is revolutionizing cancer care in South Orange County.**

The Leonard Cancer Institute will provide the latest cancer treatments right here in our community, ensuring south Orange County residents local access to specialized cancer care, not previously available.

Our program will include multi-disciplinary treatments, personalized to each patient's specific tumor, cancer type and genetics, based on the latest research and evidence, defined by excellence, dignity and compassion.





*The Leonard Cancer Institute at Mission Hospital  
is slated to be finished in 2019. #missionpossible*

### SAVE THE DATE: 2018 Holiday Gala

**Saturday, December 1, Monarch Beach Resort**

Proceeds from the Gala will support the Leonard Cancer Institute at Mission Hospital.

To donate, visit **Mission4Health.com/GivetoCancer**.

For Gala sponsorship opportunities, call 949.364.7783

or visit **Mission4Health.com/Gala**

**Mission Hospital Foundation** 

**St. Joseph Health**   
**Mission Hospital**

MISSION HOSPITAL — Laguna Beach and Mission Viejo

31872 Coast Hwy.  
Laguna Beach, CA 92651  
(949) 499-1311

27700 Medical Center Rd.  
Mission Viejo, CA 92691  
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# UCI Health

## Advancing Healthcare for Orange County

UCI Health, as Orange County's only academic medical center and health system, is uniquely qualified to provide exceptional care, said Richard J. Gannotta, who was named chief executive officer of the health system in June.

"We deliver advanced medical and surgical care for the most complex conditions, as well as provide access to leading clinical trials and services that simply aren't available at most community hospitals," Gannotta said.

Not only do UCI Health physicians practice and teach the latest in medical diagnosis and treatment, many are pioneering researchers whose discoveries set standards of care.

"UCI Health and UC Irvine Medical Center are powered by an exemplary research university, the University of California, Irvine, and the UCI School of Medicine, relationships that make us qualitatively and quantitatively different than any other institution delivering healthcare in Orange County," Gannotta said.

Moreover, UC Irvine Medical Center has been named among the nation's best hospitals by *U.S. News & World Report* for 17 consecutive years. It is home to Orange County's only Level I trauma center, its only regional burn center and the county's only National Cancer Institute-designated institution, the Chao Family Comprehensive Cancer Center.

UCI Health physicians bring that clinical excellence to health centers across Orange County, a system that is continuing to grow with a Newport Beach complex opening in August 2018. This latest example, UCI Health Newport — Birch Street, located near John Wayne Airport and Upper Newport Bay, offers urology care, executive health assessments, behavioral health services and evaluations for sleep disorders.

"These unique programs address our patients' need for clinical expertise and leading-edge technology in an easily accessible location," Gannotta said.



Richard Gannotta, CEO, UCI Health

Renowned UCI Health urologists at the Birch Street location are specialists in kidney stones, men's and women's urologic health, sexual dysfunction, urologic oncology and general urology.

The behavioral health team offers group and private sessions for depression, anxiety, stress, ADHD, post-partum depression and other conditions. The sleep medicine team treats sleep apnea, chronic insomnia, circadian rhythm disorders and a variety of sleep issues including shift work and jet lag.

And the Executive Health Program provides personalized examinations by highly trained physicians to business executives and health-conscious people who seek tailored assessments and concierge-style care.

More is on the horizon, the CEO promised, with plans for expanded access to more health services — including primary care (family and internal medicine) and urgent care.

In today's fast-evolving healthcare landscape, consumers want timely access to high-quality, cost-effective primary and specialty services. "It is imperative that we deliver those services in new and innovative ways, and at convenient locations in the communities we serve," Gannotta said.

Gannotta joined UCI Health as chief operating officer in March 2017. The new CEO previously served as senior vice president of hospitals at New York's NYC Health + Hospitals, the nation's largest public healthcare system. Before that, he was president at Chicago's Northwestern Memorial Hospital and North Carolina's Duke Raleigh Hospital and WakeMed Health and Hospitals.

His long history with academic medical centers has given him a deep appreciation for the responsibility such institutions have to serve their communities, delivering world-class care as well as advancing science, education and discovery.



The best of medicine  
and science is here.

**UCI Health**



UCI Health is coming to Newport Beach with exclusive services  
**Sleep Medicine | Behavioral Health | Urology Services | Executive Health**

Coming **August 2018**  
**[ucihealth.org/newportbirchstreet](http://ucihealth.org/newportbirchstreet)**

**UCI Health Newport — Birch Street**  
20350 SW Birch St., Newport Beach, CA 92660



# It's Time to Give your Employee Health Plan a Checkup



Barry Arbuckle, PhD  
President & CEO  
MemorialCare

## Moving to Value-based Care

There's a sea of change underway in employee health benefits. Using a value-based approach, employers, health plans and providers are working together to offer more sustainable, high-quality employee healthcare.

A growing number of employers are taking advantage of accountable care offerings including MemorialCare's Aetna Whole Health, Vivity or preferred partnership models like the one MemorialCare customized for

Boeing employees. Today, more than 270,000 patients participate in our value-based plans with easy access to many locations providing both acute care and ambulatory care.

If you're wondering how your company's healthcare plans can be restructured so employees receive better care and better service, at a more affordable price, start by asking these three questions:

- Does your health plan offer data driven healthcare?
- Can employees access convenient integrated healthcare?
- Does your provider offer high-value ambulatory care?

## 1. Does Your Health Plan Offer Data Driven Healthcare?

Value-based healthcare plans leverage analytics to improve your employees' care. For example, claims data can help identify patients making numerous visits to the Emergency Department. If that's the case, a clinical team will reach out, privately and personally, to connect the patient with primary and specialty care to help them manage their condition better. Everyone wins. The employee gets better care, and the overall costs of healthcare go down.

Providers in value-based plans are incentivized to manage the total cost of your employees' care, collaborate with health plans to constantly lower costs, and improve quality.

In MemorialCare's case, we are transparent with employers about our performance in quality, service and cost measures. We take accountability for delivering better healthcare outcomes.

## 2. Can Employees Access Convenient Integrated Healthcare?

Busy families need access to convenient healthcare that's close to work and home. It's important that your provider offers the continuum of care: primary, urgent, imaging, surgical, dialysis, pediatrics, and the full range of specialty services.

Over the past decade MemorialCare has rapidly expanded to provide Southern California patients with access to care at more than 200 locations across Orange and LA counties. Using a shared electronic medical record system, providers at different locations can see the entire picture of a patient's health.

## 3. Does Your Provider Offer High-Value Ambulatory Care?

Depending on a patient's condition, some procedures and services simply must be delivered in a hospital environment. In order to support acute care needs, the costs for hospital-licensed outpatient care are naturally higher. However, many other healthcare services can and should be offered in a convenient ambulatory location. Without the high overhead of acute care, community-based, ambulatory locations can offer a lower price point than hospital-licensed facilities.

In MemorialCare's case, our ambulatory network of imaging, surgical and dialysis centers complements our highly-advanced hospital centers to offer your employees, depending on preference or clinical need, exceptional services in a lower cost setting.

## Sharing Healthcare Savings with Employer Plans and Consumers

### Potential Healthcare Savings at Ambulatory vs. Acute Care Sites

<b>Imaging</b>	Up to 350% price difference in non-hospital licensed sites.
<b>Surgical</b>	Up to 250% price difference in non-hospital licensed sites.

MemorialCare includes four leading medical centers, 350 primary care physicians and 2,000 specialists, 34 freestanding imaging centers and 9 surgical centers. All of these sites focus on keeping your employees healthy and your healthcare costs in check. Employers can visit [memorialcare.org/works](http://memorialcare.org/works) or call 714-377-2960 to learn more about convenient, accessible, and value-based healthcare.





# What if you could offer health benefits for less?



MemorialCare is the region's leader in value-based healthcare. Our unique health benefit products hold us accountable for delivering exceptional care and service at a reduced cost.

Your employees can have access to hundreds of award-winning primary care physicians, thousands of specialists, convenient urgent care, imaging and surgery centers near where they live and work.

For your business and your employees we are dedicated to delivering value. At **MemorialCare**, we do **what's best for you**.

**Learn more about our employer health plans.**  
[memorialcare.org/works](http://memorialcare.org/works)







## Connecting Clients to a Trusted Health Care Partner

*With nearly 30 years of experience in employee benefits, Orange County business leader, **Mark Pattinson** has guided clients through various challenges posed by the marketplace and health care evolution. A strong advocate for Consumer Driven Health Care, Pattinson, sees this as the most cost effective and sustainable form of health care for both employers and employees. Recently, Pattinson shared his expertise on how best to connect clients to a trusted health care partner.*

### **As a broker, what is most important to you when it comes to your clients?**

Data and transparency. These help me understand what is driving the plan, financially and demographically, so I can communicate this to my clients. There is a certain amount of cynicism that has developed over the years, particularly for mid-market employers regarding the justification of annual rate increases. Capitated HMO plans cannot get granular on their utilization data. And with rising costs, plan sponsors are looking to understand what is driving their program increases.

### **What is most important to your clients when selecting a health care partner to provide to their employees?**

Quality, affordability and stability. Quality of care for employees and their dependents, and quality of population health management for the client. Affordability is absolutely central to both employees and employers; the cost of health care is still a primary concern for both. In addition, stability in provider networks, in quality, and the formation of a long term, sustainable partnership. Kaiser Permanente provides all of this.

### **Workforce health matters. What do you look for in terms of health benefits? What types of workforce health programs, wellness strategies, support tools and turnkey options do your clients value most?**

We call it Engaged Wellness. This is a wellness plan where there is "teeth" in engagement and participation by employees and family members. Offering workforce health programs and wellness programs that engage an employee in their surroundings and with their own health, can produce value on how engaged an employee is at work. These programs include personalized lifestyle management, company well-being perks and employee recognition programs to name a few. Rewards and penalties are important to drive employee participation and behaviors. We coach our clients to partner with employees on a culture of wellness and wise health care consumerism.

Mark Pattinson is a Principal with EPIC (epicbrokers.com), a retail Property & Casualty and Employee Benefits insurance brokerage and consulting firm. Born and raised in England, Pattinson moved to Orange County in 1989 and started working in the employee benefit business. He has remained in this field ever since and has extensive experience working with mid-size employers in the southern California marketplace. Formerly an owner of a small employee benefit brokerage, he joined EPIC in February 2017. Much of his recent work has been in the development of communications and messaging to change employee perception of what constitutes good employee benefits.



### **Why have you chosen to place your employers' health in Kaiser Permanente?**

At EPIC, we take time to listen to the client and understand the priorities and goals for their program and employees. More often than not, these align with a Kaiser Permanente solution. Ultimately, we don't place the health with Kaiser Permanente, the client does. We are able to support their decision because we have confidence that Kaiser Permanente will consistently provide a long-term, cost effective and stable program.

### **What trends are you seeing in the marketplace? What does Kaiser Permanente offer to address these trends?**

Capitated managed care has been the dominant type of coverage for years in Southern California. This model does not lend itself to Account Based Health Plans (ABHP). I believe that the Health Saving Account (HSA) compatible plans combined with the integrated HSA banking offered by Kaiser Permanente provides the most cost effective and sustainable coverage for many employees and their families.

Integrated health care built around quality. Medical groups and health plans are collaborating to change their models and to follow what Kaiser Permanente is already doing.

Pharmacy and prescription management, not only for the dispensing of brand name drugs but oversight of opioids, which we know are a national crisis. The Kaiser Permanente model and delivery system, with the dispensing protocols in place provide for the most appropriate care, but at the same time control costs and minimize the opportunity for abuse.

### **What data do you use to help your clients make health care decisions?**

We have many sources and tools that we use. Some help employers with big picture decisions and others help employees with care access and cost information. In addition, we have decision support tools, cost of care and shopping tools, prescription drug cost tools; most are fairly new and utilized through our mobile app or concierge support. But, we are always there via our traditional employee help phone desk for those that need assistance.

### **What makes Kaiser Permanente different from other health insurance model partners?**

Kaiser Permanente is a true health care company, a trusted health care partner. Recent infrastructure and systems investment has enhanced the integrated delivery model; creating a state of the art provider of health care. Other carriers remain largely financial services organizations, sub-contracting out the health care of their members.

### **What three key delivery system factors do you foresee in the future for employee health?**

We see more Account Based Health Plans in the managed care market. Also, improved digital benefit technology from carriers and third parties for accessing care, understanding benefits and finding preferred priced services and prescriptions; connecting the younger consumer to their health care program. And utilization of specialty providers rather than all in one providers such as in today's hospitals that do it all under one roof.



# Programs for health could mean profits for your company.

## **Employees are your most important asset,**

and investing in their well-being can pay dividends in productivity. At Kaiser Permanente, we have a variety of tools available to help you implement health programs to benefit individual employees and your entire firm. Visit us online to find toolkits and resources for transforming the health of your workforce.





*The Campaign for*

**Radiant Health Centers**

*Creating a Healthy Orange County for All*

## Why Orange County Needs a Healthcare Home for the LGBTQ-plus Community

By Phil Yaeger, CEO and Executive Director, Radiant Health Centers

Through our 33 years serving the community, we have seen firsthand how stigma, poverty, cultural misunderstandings, and other health barriers have led to heightened health risks in Orange County's LGBTQ-plus population.

Radiant Health Centers is the county's largest provider of HIV/AIDS testing, prevention outreach, and social services. HIV/AIDS is just one of the most visible of health inequities facing the LGBTQ-plus population. Every week there are more than five newly diagnosed HIV-positive people in Orange County. With new daily medications that prevent an HIV-negative person from becoming HIV-positive and that suppress the virus in HIV-positive people to the point it is undetectable and untransmittable, we know the end of HIV/AIDS is within our reach, but only if we get these medications to those who need them.

So, what are the barriers and gaps that stand in our way? First, as mentioned above, there is still a stigma associated with being HIV-positive, and that makes asking for PrEP (the medication that prevents someone from becoming HIV-positive) a difficult subject to raise. Whether the stigma is real or perceived, it is an obstacle to getting help, so a healthcare home is needed where people feel welcomed and comfortable regardless of gender identity or sexual orientation so that stigma is not a barrier.

Next, lack of medical insurance and poverty are additional barriers. We know that nearly 9,000 LGBTQs in Orange County are uninsured and many are working their way out of poverty. Accessing health care when you are uninsured has been an important national issue for years. More recently, Southern California has seen the impact of rising poverty in new hot-button issues including homelessness and, related to homelessness, public health issues including Hepatitis A outbreaks.

The fact is that when a human being is more concerned about where they'll find their next meal or a place to sleep, their medical, dental, or mental health care is not their priority. This is exactly why Orange County needs to provide a healthcare home for this group, to ensure that they do not fall through the cracks because they lack resources or have larger personal problems to manage.

When a potential patient does find medical care, there can be misunderstandings that arise from cultural differences creating new barriers and gaps in care. Medical professionals receive shockingly little training in human sexuality and even less in LGBTQ-plus health issues. With only a few hours of subject matter training, healthcare professionals may have little to no familiarity with the health screening needs of a transgender patient, for example. Does a transgender man need a mammogram or pelvic exam? Does a transgender woman need prostate cancer screening? Should you ask a transgender man if they are still menstruating or have had any pregnancies? Even the vocabulary used to communicate, from preferred pronouns to sexual orientation and gender identity, can immediately signal whether the provider is attuned to the unique needs of the patient. This can be as simple as suggesting a chest screening versus a breast examination for a transgender man.

Medical appointments can be extremely intimate encounters. Often, providers are virtual strangers and represent the full spectrum of bedside manners. That said, even with the most caring and compassionate doctor, a transsexual or transgender person may find revealing the sex they were assigned at birth to be extremely distressing. Similarly, a gay youth who needs to have a frank conversation with their medical provider may be inclined to withhold that information if they don't feel it will be understood. Imagine how it would impact your care if you didn't feel you could speak openly with your doctor about important, intimate health details.



A few worst-case examples that flow from these barriers and gaps in care created by cultural misunderstandings include skipped health appointments and screenings, undiagnosed and untreated conditions, and unprescribed medications—which brings us back to our priority, which is getting HIV prevention medications like PEP and PrEP prescribed wherever they're needed.

For all of the reasons outlined above, and simply because it's the compassionate and caring thing to do for people in need in our community, we

have launched The Campaign for Radiant Health Centers. The campaign is funding a dedicated LGBTQ-plus health center to create a healthy Orange County for all.

Last year, we helped more than 1,300 men, women, and children living with HIV in Orange County get the care, support, and treatment they needed, but there are so many more vulnerable members of our community who need access to a stigma-free, welcoming place where they can get the preventative care and wellness services needed to keep them and our community healthy.

We are excited to be partnering with caring individuals, community and corporate partners to bring this vision to life. We are well on our way to securing our philanthropic goal, with \$1.2 million in pledges secured to date. We invite all individuals and organizations who share our goal of a healthy Orange County for all to reach out to our campaign team to learn more, tour our current facilities, and make a pledge.



Phil Yaeger

An LGBTQ-plus health center will provide a place where the LGBTQ-plus community can access culturally competent care and where providers are well versed in addressing their specific health issues. The health center will also enable Radiant Health Centers to increase its outreach to LGBTQ-plus youth and adults of all ages. It will provide the needed ongoing medical care for people who are HIV-positive, and increased preventative services and education for others at risk in the LGBTQ-plus community.

Radiant Health Centers' medical center will become a one-stop shop for medical and dental needs, counseling services and easy access to medications through an onsite pharmacy. In short, it will provide the healthcare home the most vulnerable members of our LGBTQ-plus community need.

To learn more about The Campaign for Radiant Health Centers and how you can get involved, visit [www.radianthealthcenters.org](http://www.radianthealthcenters.org) or contact Ana Martinez, Campaign and Donor Relations Manager, at (949) 809-5768 or [amartinez@radianthealthcenters.org](mailto:amartinez@radianthealthcenters.org).





*The Campaign for*

**Radiant Health Centers**

# Creating a Healthy Orange County for All



## Help Close Dangerous Health Gaps

For LGBTQ-plus patients in Orange County, a doctor's appointment can be harrowing—fear of stigma, providers who aren't familiar with their needs, or revealing their assigned birth gender to a virtual stranger. Nearly 9,000 LGBTQ-plus people in Orange County are uninsured. For this group, the problem may be getting a doctor's appointment at all.

Barriers to care like these create dangerous gaps—skipped health screenings, undiagnosed illnesses, and untreated conditions. Some are minor. Some are life and death.

As the largest provider of AIDS/HIV testing, outreach, and social services in Orange County, Radiant Health Centers has seen firsthand the toll these healthcare gaps take—individually and on the entire community. That's why we've launched a capital campaign to fund a comprehensive LGBTQ-plus health center for Orange County.

Together, let's make a difference to thousands of lives and to the health of our community.

## Show Your Love. Make a Pledge.

Learn more by contacting Ana Martinez at  
[amartinez@radianthealthcenters.org](mailto:amartinez@radianthealthcenters.org) or (949) 809-5768.

Radiant Health Centers  
17982 Sky Park Circle, Ste J  
Irvine, CA 92614  
(949) 809-5700

[www.radianthealthcenters.org](http://www.radianthealthcenters.org)





## Cybersecurity Trends for 2018 and 2019

Cybersecurity made big headlines throughout 2017. Making big news were political cyber vulnerabilities — the WikiLeaks' release of hacked Democratic emails, the hacking of French President Emmanuel Macron's campaign, and the exposure of almost 200 million voting records. On top of that were cyberattacks on commercial enterprises, with companies including pharmaceutical giant Merck, Fitbit, OKCupid, and even Great Britain's National Health Service struggling to protect their data.

In 2018 and heading to 2019, cybersecurity is still on everybody's minds. New threats require trained cybersecurity experts to battle them. Take a look at some of this year's cybersecurity trends and the resources needed to handle them.

### Ransomware

Ransomware is the use of malware to hold a website hostage, freezing all access until a financial ransom is paid. This cyber threat grew by 2,500% in 2017, and it shows no signs of abating in 2018. Previously limited to Windows platforms, ransomware is now spreading to Mac and Linux systems as well as to iOS and Android platforms.

Fighting the threat of ransomware requires constant updating and patching of your systems. You need cybersecurity professionals to keep your real-time defenses strong.

### The Implementation of GDPR

The EU's General Data Protection Regulation (GDPR) is now in effect. Technically, this new set of data protection regulations applies just to the European Union. Practically speaking, however, it affects any company whose online presence might interact with any companies within the EU, so it almost certainly affects you.

While you should already have dealt with the related compliance issues, fines for non-compliance are expected to be a big story in the cybersecurity realm for the rest of 2018. EU privacy regulators can impose fines of up to about \$23.5 million per company or four percent of a company's global profits (whichever is greater). It's anticipated that the uproar over GDPR will die down quickly, though, as companies come into compliance to avoid those massive fines.

### The Internet of Things and Botnets

Experts warn about ransomware making inroads into the Internet of Things (IoT) as well. It might not seem too threatening to think that your activity tracker could be hacked, but that threat could easily extend to power grids, smart cars and factory lines.

Because IoT devices often have minimal security features, botnets have been arising to steal data, to perform brute force attacks and to probe for more vulnerabilities. Unsecured IoT devices have recently become targets for DDoS attacks as well. Without cybersecurity specialists to secure the IoT, it will remain a weak point.

### Increased Use of Biometrics

One of the weakest links in many organizations' cybersecurity is the lowly password. With far too many people still opting for passwords like "password" or "1234," data breaches become a given. Yes, employees and users should be using complex passwords and changing them frequently, but let's face it: few people actually do this. With stolen and hacked passwords on the rise, more and more systems are requiring biometric authentication, whether that's a fingerprint to unlock your phone or an iris scan to log on to a highly protected system.

### Increased Use of Multi-Factor Authentication

Another method for combating lax password security is multi-factor authentication. Currently, this is most frequently employed when users have already opted into a system; for example, healthcare organizations or large universities are likely to ask their members to provide dual authentication via text or email before allowing access. Most commercial entities haven't adopted multi-factor authentication yet, perhaps out of concern that asking for the extra step might drive customers away. However, as concerns about stolen identities and cybercrime continue to grow, multi-factor authentication is likely to become more common in the marketplace as well.

### Consolidation of Cybersecurity Firms

Experts in the cybersecurity field expect to see information security firms merging in 2018. Theoretically, this might mean that firms can offer a broader range of varied technology. In practice, it's also likely to mean that the marketplace is narrowed and that connecting with the cybersecurity protection you need is a bit more difficult.

### The Rise of AI

Artificial Intelligence (AI) is one of the best weapons in the fight against cybersecurity threats; however, it also poses one of the most sophisticated threats. Hackers can use AI to automate collecting info and cracking passwords.

On the flip side, AI allows cybersecurity professionals to start looking for the next attack rather than trying to fight the most recent one all over again. These experts can use machine learning models to analyze data so as to identify attacks quickly and respond, or to predict what type of attack might happen next and prevent it in real time.

### Increased Focus on Threat Detection

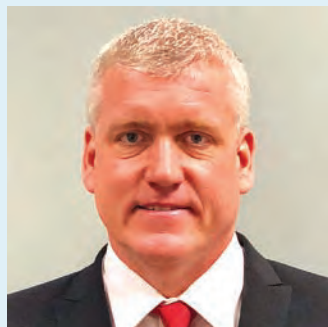
2017 brought many major cyberattacks (think about Equifax, Uber, and Yahoo) that there's now a renewed focus on detecting threats rather than just installing preventative measures. In 2017, the average time to detect a data breach was 191 days. Many organizations are realizing the danger involved in that lag time and taking steps to speed up threat detection.

*continued on page B-48*

#### Chris Kappes

##### Executive Vice President

With over 20 years of experience in the industry, specializing in Engineering and IT staffing. Chris's strong understanding of the new product development, NPI, IT infrastructure and cybersecurity process and correlating technological needs of clients has supported the growth of many Southern California technology leaders. [ckappes@marqueewfs.com](mailto:ckappes@marqueewfs.com)



#### Claudia Perez

##### Sr. Vice President, Operations

As the Sr. Vice President of Operations, Claudia oversees day-to-day strategic operations, including spearheading marketing projects, employee training and development programs for Marquee Workforce Solutions. [cperez@marqueewfs.com](mailto:cperez@marqueewfs.com)





# Hoag Orthopedic Institute Orange County's Leader in Orthopedic Care



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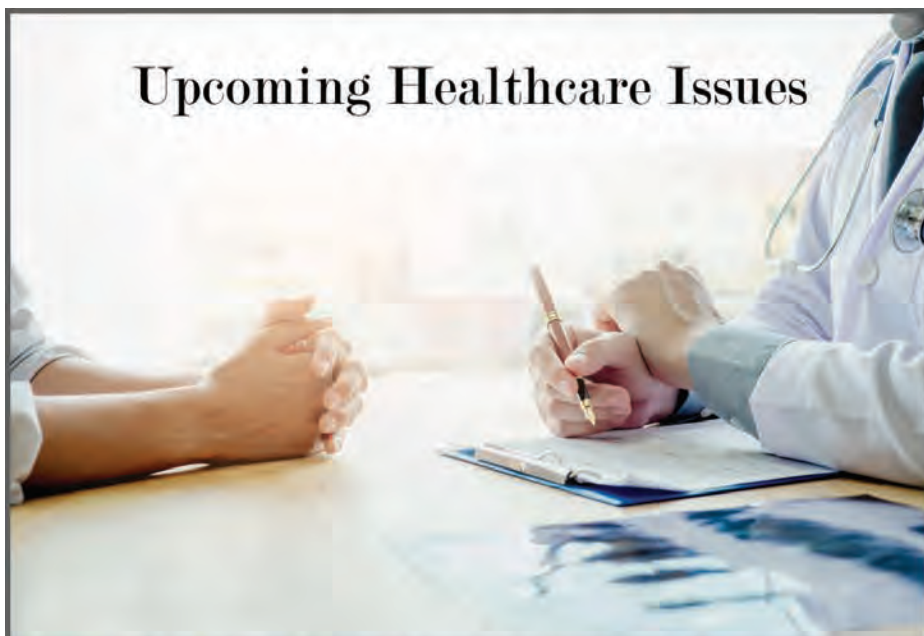
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## Upcoming Healthcare Issues



### ORANGE COUNTY BUSINESS JOURNAL

**August 6**

Healthcare Special Report with Medical & Dental HMOs, PPOs Lists

**September 10**

Biotech + Biomed Special Report with Medical Device + Drugmakers Lists

**October 8**

Healthcare Feature

**December 10**

Executive Health & Fitness Feature

## CYBERSECURITY TRENDS FOR 2018 AND 2019

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### Continuation of Poor Security Practices

Even as the cybersecurity threats increase exponentially, far too many organizations fail to respond to them, and experts expect this to continue in 2018.

Among the most common gaps in cybersecurity are failure to monitor systems for breaches and failure to patch systems when required. In addition, too many organizations continue to use older systems (Windows XP, for instance) that have noted vulnerabilities, and their antivirus software is often woefully outdated, weak passwords contribute to the problem as well.

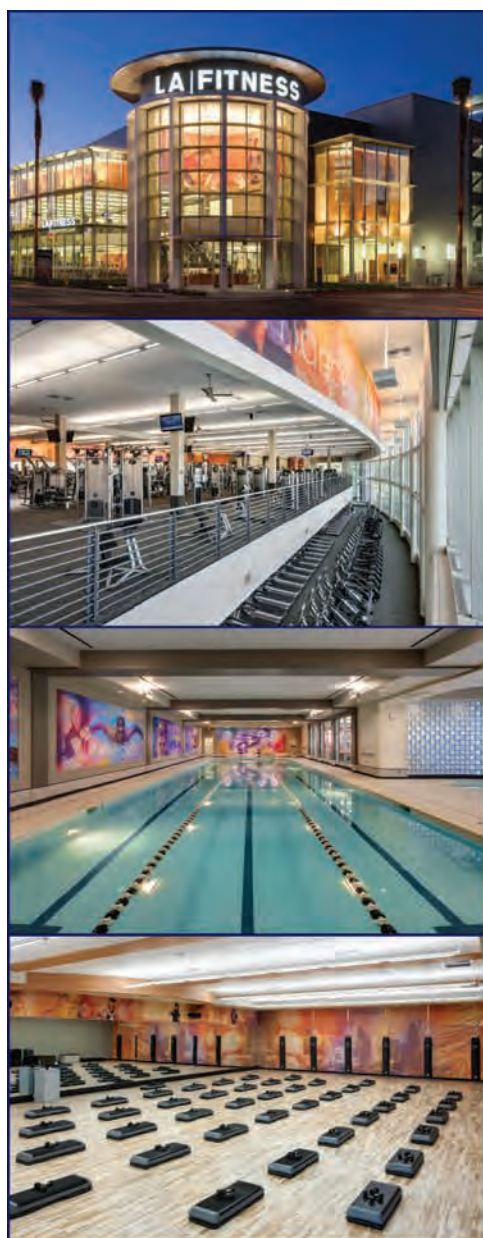
As organizations fail to update their tech, including their cybersecurity technology, in 2018, these problems are likely to continue. Hackers are expected to look for low-hanging fruit and to find it readily available.

### The Current Shortage of Cybersecurity Professionals

As cybersecurity issues continue to expand, the need for cybersecurity professionals is also growing. Experts expect a need for 1.5 million cybersecurity employees within the next year and they expect 1 million of those positions to go unfilled.

Recruiting cybersecurity professionals in this climate can be difficult. Organizations can make their positions attractive by offering intangible benefits such as the opportunity to work at home. To fill those positions, it may be necessary to put less weight on post-baccalaureate degrees and long years of experience, bringing in candidates at an earlier stage of their careers and letting them grow within your company.

Making connections within the cybersecurity community via social media and online forums also allows your organization to continue recruiting at all times. Consider reaching out to Marquee Workforce Solutions to tap into our wide network of cybersecurity professionals including software security engineers, IT security managers, chief information security officers and more. We'll analyze your unique situation and help predict the threats that could be coming your way. We can provide the expert advice you need about the next wave of cybersecurity trends. Contact us today to see how we can help you find the right people to meet your organization's unique needs. [www.marqueewfs.com](http://www.marqueewfs.com)



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