



Case study | April 2021

# Protecting our first responders

Learn how Ava's intelligent video security solution is helping Healthcare Organizations in the United States protect you and the healthcare providers caring for us

# Improved clinical operations; increased staff and patient satisfaction

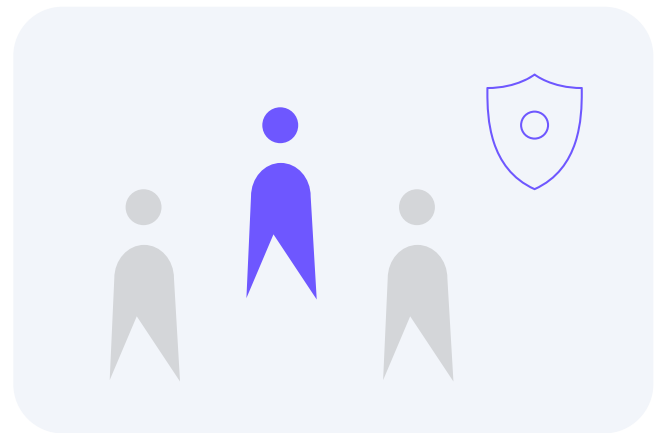
Healthcare in the United States is provided by many distinct organizations. Healthcare facilities are largely owned and operated by private sector businesses. 58% of community hospitals in the U.S. are non-profit, 21% are government-owned, and 21% are for-profit. According to the Bureau of Labor Statistics, the U.S. healthcare sector accounts for 24% of government spending (Centers for Medicare & Medicaid Services).

To place the importance of securing the U.S. Healthcare System in perspective, the sheer magnitude of the U.S. Healthcare System makes it consequential to the U.S. economy. It impacts all people, supporting overall health and well-being nationwide. This last point growing in significance in the wake of COVID-19.

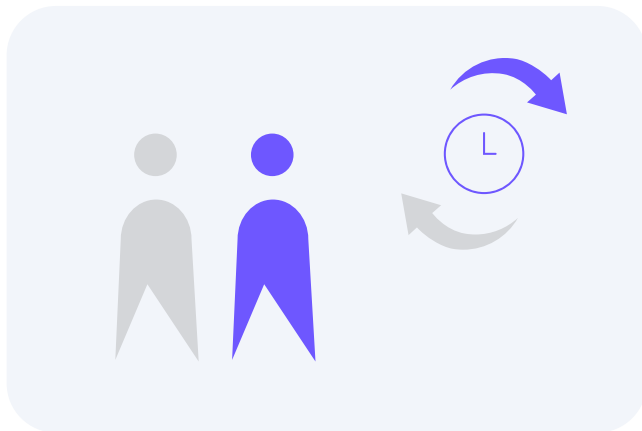
To address the magnitude and complexity of the U.S. Healthcare System, healthcare organizations require intelligent security systems that enable proactive monitoring, fast and smart forensics, and, in the case of government-owned entities, compliance with NDA Section 889. Specific security requirements include:



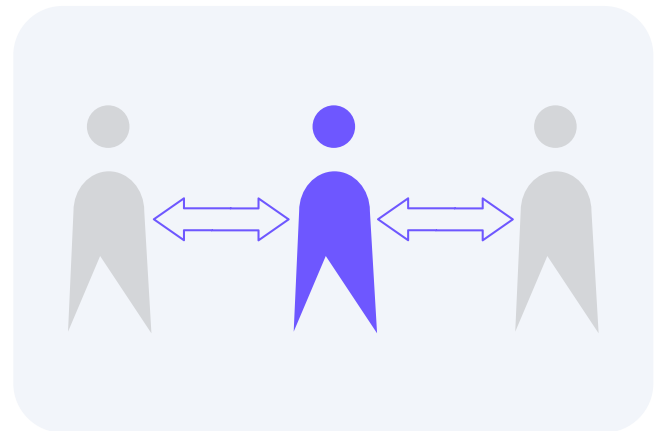
Faster patient flow



Improved patient safety



Synchronization of staff resources



COVID-19 prevention

# Challenges faced by the U.S. Healthcare System

The U.S. Healthcare System is one of the most targeted industries when it comes to physical and cyber-attacks. At the same time, security policies must be continuously updated based on new regulations, directives and threats – local, national and global. Together these two factors create several critical challenges for the U.S. Healthcare System:



## Inadequate situational awareness.

The sheer size and diversity of healthcare facilities across the U.S. poses a challenge to securing staff, patients and assets. Counting staff. Visibility into patient flow. Monitoring visitors. In the past, lacking security measures have led to gaps in coverage, leaving hospitals and healthcare facilities vulnerable to both internal and external threats.

In addition, the global pandemic exposed a need for increased situational awareness. Without a dynamic, real-time understanding of the environment, it is increasingly difficult to enforce preventative measures to control and mitigate the risk of COVID-19 transmission.



## Slow incident response time.

Speed is critical when it comes to patient safety. Within the confines of a hospital or healthcare facility, knowing where every patient and visitor is at any given time is critical. The consequences of a slow incident response time to a high-risk patient roaming a facility can be devastating and sometimes deadly. The same is true for visitors wandering into prohibited areas.



## Synchronization of Staff Resources.

With an obligation to protect both patients and the healthcare staff and first responders who care for us, monitoring the flow of traffic in healthcare facilities is critical. Healthcare security personnel must have a clear picture across facilities to improve patient care and daily operations.



## NDA-889 compliance.

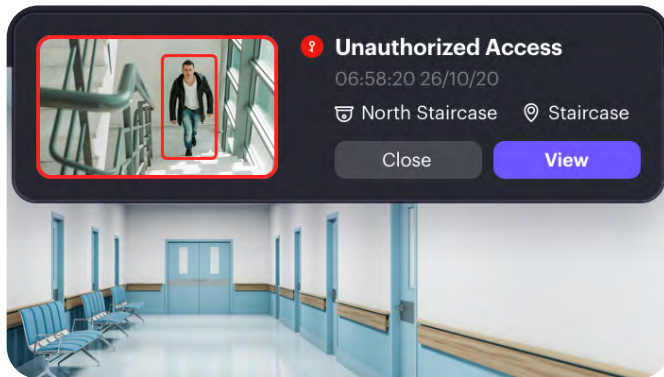
All government funded healthcare facilities must meet NDA-889 compliance which states that the U.S. Government has banned specific telecommunications and video surveillance equipment utilizing chips manufactured in China. Agencies must remove or replace banned equipment by Aug 12, 2021.



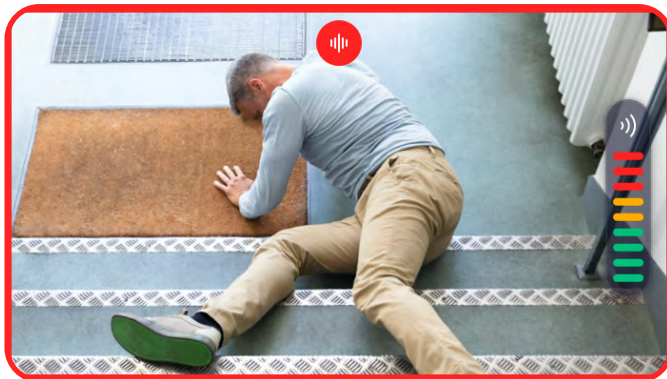
# Ava Solutions for the U.S. Healthcare System



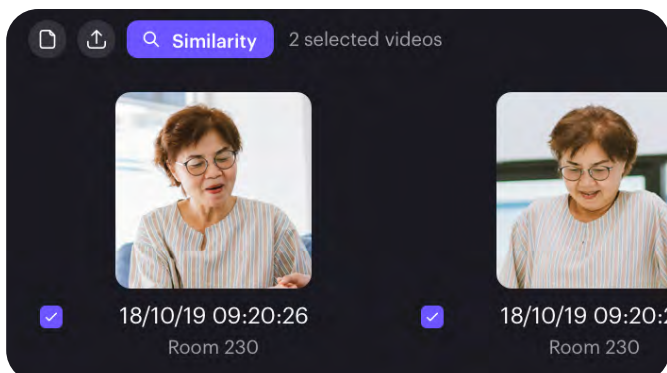
**Advanced Situational Awareness:** Powered by Ava's **Smart Presence™**, Ava's use of AI and machine learning allows DHA and VA Hospital security personnel and operators to detect anything unusual at any time. Maps include **Smart Presence™** to keep track of high-risk patient's, visitor's, and staff's exact locations. Administrators can also have a clear picture across their locations to improve patient care and daily operations. Ava Aware VMS understands perimeters and behaviors, and identifies, classifies, and tracks people of interest, vehicles, or other objects to send alerts before threats escalate to protect both patients and staff.



**Real-time Analytics:** Ava's pervasive, integrated video analytics use machine-learning to give an enhanced understanding of all camera feeds. DHA and VA Hospital staff can use the dynamic Video view with **Spotlight** to bring only the relevant feeds to their attention. In unusual activity cases, the operators can immediately respond when e.g. a high-risk patient leaves his room unattended or visitors are wandering in prohibited areas. The Ava platform intelligently highlights what's relevant from all medical facility cameras, in real-time, all the time.



**Audio Analytics:** Most physical security solutions rely on vision to detect and record events of interest. The Ava security solution includes audio detection in the vicinity of each Ava camera. Security Operators can now receive immediate alerts on unidentified loud noises including the exact source of the sound through microphones. Security teams are now able to respond to threatening actions before there is damage to patients, staff or property.



**Monitoring of Clinical Events:** Using Ava **Smart Search™**, DHA and VA medical facilities are able to search by event and similarity to perform appearance and image detection powered by machine learning capabilities to instantly comb through countless hours of video within seconds. Staff is also able to more efficiently manage and allocate resources where needed by identifying patterns in workflow and patient flow.

#### **NDAA Compliant:**

Ava's video hardware is TAA (Trade Agreement Act) Compliant, enabling healthcare facilities and organizations falling under federal NDAA 889 regulations to operate with full compliance.



#### **Seamless integration with existing cameras.**

Whether a medical facility is replacing all or some of its cameras, Ava Aware VMS easily integrates into - and enhances - existing cameras with the same AI capabilities.

## **Set up for success**

Expected outcomes from the use of Ava's end-to-end intelligent video security system include:



#### **Keep patients records and identities safe.**

U.S. Healthcare facilities now have the highest level of security, to protect against the vulnerabilities of the connected world. Ava delivers end-to-end encryption, factory-installed certificates, and records detailed audit trails of both operators and administrators to assist with any other compliance requirements.



#### **Improve safety for patients and staff.**

Equipped with directional acoustic sensors, Ava Dome and 360 notify security and healthcare professionals instantly in cases of loud noises, screaming, glass breaking, and even gunshots. Security operators can detect and contain verbal aggression or violence against staff or get alerted when patients need medical assistance.



#### **Support heightened health and safety regulations in response to COVID-19.**

Security operators at DHA and VA medical facilities now have full occupancy insight to manage the flow of people and traffic in support of COVID-19 rules and regulations. Ava **Smart Presence™** includes a people and vehicle counter to track objects in real-time, allowing for historical analysis and reporting. Configurable maps of all locations provide instant situational awareness and insights.



#### **Synchronize staff resources and control costs.**

U.S. Healthcare security operators have gone from having "data overload" to easily and quickly accessing "actionable insights" to drive more confident and proactive security decisions. By leveraging powerful analytics, operators are able to respond in real-time and investigate incidents faster and with fewer resources. Operators are able to act on the system's identification of objects, events, anomalies, and similarities that detect issues as they unfold.



#### **Full compliance with NDAA-889 through the installation of TAA-compliant cameras.**

Whether replacing the cameras and software you have to meet the NDAA mandate, altogether upgrading your video security, or creating a solution from scratch, the U.S. Healthcare Network can benefit from Ava's secure cameras and leverage Ava's powerful analytics for the highest levels of proactive security.



Ava Security is a global technology company with offices in the UK, Norway, and the USA. It was founded in 2016 to create a better, smarter way to deliver security.

Ava protects people, property, and data anywhere. Innovative companies worldwide use Ava Reveal™ for human-centric data loss protection and Ava Aware Cloud™ for video security and analytics. To learn more about Ava's smart solutions and how you can enjoy proactive security, visit our website or schedule a demo with a member of our sales team at **[sales@avasecurity.com](mailto:sales@avasecurity.com)**.

**[www.avasecurity.com](http://www.avasecurity.com)**



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