

## Case study

# Baptist Health

## Enhancing print security with HP Imaging and Printing Security Center



### Industry

Healthcare

### Objective

Enhance print security to protect patient privacy

### Approach

Baptist Health of Kentucky chose HP Imaging and Printing Security Center (IPSC) to develop and deploy a global print security policy across its entire network

### IT matters

- IPSC tools enable development of a customized global print security policy based on individual needs of Baptist Health
- HP IPSC Instant-on Security recognizes new HP devices and applies the global print security policy as they appear on the Baptist network

### Business matters

- Address potential print security challenges with proactive assessment and improvements through HP IPSC
- HP IPSC will protect some 3000 printers in seven hospitals and more than 300 outlying facilities, including clinics and physician offices
- Global application eliminates need for individual, printer-level intervention



**“We chose HP based on the quality and reliability of its products, and its leadership in the industry,” Nelson says. “HP assistance in helping us assess our print security needs and finding the right solution—IPSC—demonstrates that leadership.”**

—Brad Nelson, IT manager, Baptist Health

Baptist Health, headquartered in Louisville, Kentucky, operates seven acute-care hospitals and has more than 300 outlying facilities with some 2000 affiliated physicians. It works continually to ensure the privacy and confidentiality of patient records and to comply with regulatory requirements. When printing-related security gained attention as an industry topic of interest, Baptist turned to HP, its acknowledged printing expert, for help. The company is now in the process of implementing HP Imaging and Printing Security Center to improve print security globally.

A key focus for Baptist Health of Kentucky is high quality and reliable technology including printing solutions. It has standardized printer purchases on HP LaserJet printers and MFPs, and recommended departments purchase Original HP toner for its printers. It began using HP Web Jetadmin software to configure HP printers across its network.

“We have a longstanding relationship with HP that spans the entire IT function,” explains Brad Nelson, an IT manager at Baptist and the organization’s team leader for printing. In addition to printers, the company also relies upon HP servers, desktop and notebook PCs, and network storage solutions.

## New focus on print security

Like many healthcare organizations, Baptist long ago created a system-wide IT security team to address compliance with security requirements mandated by the Health Insurance Portability and Accountability Act (HIPAA).

“Physician and patient privacy are top priorities, something that top management is continually monitoring and reviewing,” explains Nelson.

Until recently, print security was not a central focus of those efforts and varied by department. For example, prescriptions are printed on secure paper with locking trays to help validate prescription authenticity. Print security depended primarily on the needs and function of each department until visibility was brought to this issue.

“Print security came into focus for us when there were industry reports and discussions of copiers in landfills still containing confidential patient information on hard drives,” explains Nelson. “Then printing was immediately raised to a top priority for our security team.”

To diminish the potential for printing security issues, Baptist Health turned to HP, the company’s acknowledged source of printing expertise. HP print experts surveyed the

Baptist major facilities and formulated a detailed assessment of the print environment. Based on that assessment, Baptist and HP developed a plan that includes system-wide implementation of HP Imaging and Printing Security Center (IPSC).

“With help and guidance from HP, we’ve done our baseline security assessment. We know what actions to take, and have adopted the recommendations from the assessment,” Nelson says. “We’ve adopted HP IPSC to proactively maintain and enhance our print security.”

## HP IPSC to apply global print security standard

With IPSC, Baptist Health can apply a customized security policy to all its HP network-connected printers: some 3000 printers in seven hospitals and more than 300 outlying facilities, such as clinics and physician offices. As new printers are added to the network, IPSC Instant-on Security will automatically recognize them and apply the global security policy.

“When we started, we had two primary concerns,” Nelson explains. “First, how can we secure all printers on our network to avoid remote access? And secondly, when we decide to remove a printer, how do we secure that device before it leaves our facility? HP IPSC will address those concerns and much more.”

Among the actions that will be addressed in the global security policy are removal of default passwords, application of multiple layers of password protection, disablement of extraneous print protocols that can add to security risks, and standardization of access.

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