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ColorTokens Security Solutions for Healthcare Organizations



ColorTokens has partnered with WHA Resources to provide cutting edge security solutions to its member hospitals. Their next generation security platform delivers powerful capabilities to protect hospital critical assets located in remote offices, data center or cloud.

Healthcare organizations are a top target for cybercrime in the US, with IT teams facing enormous security challenges from ransomware attacks and data breaches, inability to secure legacy and unpatched endpoint systems, ineffective risk prioritization and compliance gaps, and data theft by malicious insiders. Healthcare organizations are also embracing new digital initiatives such as telemedicine, which are hampered by these security challenges.

The ColorTokens security platform helps healthcare organizations visualize and prevent security violations across workloads, applications, users, and endpoints, via real-time visibility and Zero Trust-based microsegmentation of their

sensitive assets. The solution is cloud-delivered for maximum scale and helps protect critical data such as ePHI, PII, and EHR.

ColorTokens' Zero Trust endpoint security protects distributed fixed function endpoints from internal or external data breaches and ransomware attacks.

ColorTokens provides a simplified, Zero Trust ("Never Trust, Always Verify") approach to securing an enterprise's most valuable network assets and endpoints against cyber attacks. The platform is based on the NIST Zero Trust cybersecurity framework to address evolving new threats and compliance requirements. It is 100% cloud-delivered for fast time to value, enables granular visibility, security and control over endpoints, applications and network assets to vastly reduce the attack surface and prevent breaches.

Customers benefit from increased cyber resilience to attacks, rapid containment, and minimized business disruption or downtime. provides compre-

hensive visibility and protection for critical network assets, workloads and applications distributed across data center and hybrid/multi-cloud environments.

A software-defined microsegmentation solution for internal networks, Xshield prevents lateral movement and the spread of breaches by creating Zero Trust Secure Zones™ (micro-perimeters) around network assets such as workloads/applications. It blocks unauthorized communications between assets, enforces least privilege access policies, and effectively prevents malware propagation and insider threats. provides an enhanced layer of security for endpoints with application whitelisting and USB device control.

ColorTokens Breach Prevention Services are fully managed, turnkey services for businesses. The deploy and manage Zero Trust security in the network.

For more information, contact Josh Hannes at 307-632-9344, josh@wyohospitals.com

Merritt Hawkins 2020 Review of Physician Recruiting Incentives

Merritt Hawkins, an Endorsed Partner of WHA Resources, has released its annual examination of the starting salaries and other incentives used to recruit physicians nationwide.

Now in its 27th year, the firm's Review of Physician and Advanced Practitioner Recruiting Incentives provides national benchmark data on physician recruiting incentives as well as a comprehensive analysis of the physician recruiting market.

For the 14th year in a row, family medicine was Merritt Hawkins most requested search engagement, according to the report, underscoring the continued demand for primary care physicians. However, specialist physicians accounted for 78% of the firm's search engagements, as an aging population drives the need for more orthopedic surgeons, cardiologists,

pulmonologists and other specialists.

Merritt Hawkins' annual report tracks physician starting salaries and other incentives based on over 3,250 real world recruiting engagements. The report shows an average starting salary for family doctors of \$240,000, compared to an average of \$423,000 for radiologists, \$464,000 for urologists, \$640,000 for invasive cardiologists, and \$626,000 for orthopedic surgeons.

The report indicates that demand for doctors has declined since the emergence of the COVID-19 pandemic, but predicts demand will soon rebound.

"Virtually all of the dynamics driving the physician shortage,

including an aging population, an aging physician workforce, and a limited supply of new physicians are still in place," said Kurt Mosley, Vice President of Strategic Alliances for Merritt Hawkins. "For now, however, this is a very favorable time for those facilities that continue to recruit physicians, because an unusual number of candidates are available."

Wyoming Hospital Association members can obtain a copy of Merritt Hawkins' 46-page, 2020 Review of Physician and Advanced Practitioner Recruiting Incentives by contacting Merritt Hawkins Regional Vice President of Marketing, Corey Johnson at corey.johnson@merrithawkins.com



2020 PAC Contributions

Eric Boley
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Carol Solie
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Heidi Baskfield
Doug McMillan
Tim Thornell
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SUNRx Webinar Series

Our Endorsed Vendor, SunRx, is hosting the third in their series of webinars on September 8th at 12pm Mountain time.

Please note, you must register for the webinar via the link below. Please share this with anyone in your organization who may be interested in participating.

Date: September 8, 2020
2:00 EST

Topic: Innovation in Contract Pharmacy (includes special regulatory update)

Summary:

- Regulatory Update: Update on current regulatory environment
- Considerations when expanding your contract pharmacy program
- How can Advanced Claims Capture heighten

the value of your 340B program?

- How can a 340B Discount Card for the uninsured help with readmissions?

We will review the current 340B regulatory environment and also highlight some of the innovations that entities may consider employing of the innovations that entities may consider in the future.

We recognize the challenges associated with Covid-19 that your organization is currently facing in the support of your patients. This webinar will provide valuable regulatory and contract pharmacy insights for your entity compliantly heighten the value of 340B savings.

Guest speakers include

- Jacqueline Artinger, Esq. - Vice President, Regulatory Affairs & Compliance
- Aaron Lott, PhD, MPH, MBA - President of AuthorityRx

Event Registration Required:
Registration Password = "340B"
<https://sunrx.webex.com/sunrx/onstage/g.php?MTID=e1ddd899014409916478a78521b8315cb>

*Link for webinar will be emailed to you shortly after registration

For more information contact Josh Hannes at 307-632-9344 or josh@wyohospitals.com

