Unlock Healthcare's Digital Front Door. Identity is the Key.

AWS and Okta collaborate to provide a modern security solution for healthcare organizations.

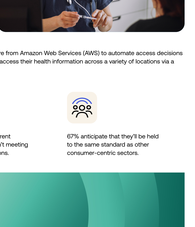
Healthcare chief information officers realize that a key component of leveraging new technology is embracing a patient-centric approach that increases accessibility of care, delivers better experiences, and influences patient outcomes. That includes connecting the single user record from their patient portal to best-of-breed partners that provide virtual visits or online bill pay. But that experience can be fractured without the right solutions.

Sources for the following statistics can be found in this Okta blog.

78% have brought cloud computing into the business

20% who haven't invested in cloud yet plan to do so

93% are strongly committed to digital transformation

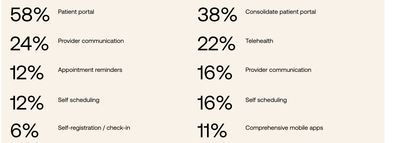


Okta's identity management service works with secure cloud infrastructure from Amazon Web Services (AWS) to automate access decisions and authenticate users. This provides patients with the ability to securely access their health information across a variety of locations via a streamlined interface for a more intuitive, frictionless experience.

Only 31% believe their patients would give their organization an "excellent" approval rating.

79% agree that their current customer experience isn't meeting their patients' expectations.

67% anticipate that they'll be held to the same standard as other consumer-centric sectors.



The stakes are high for healthcare organizations, as many patients aren't satisfied with their current experience—and they're not afraid to take action.

76% of patients will tell others about a negative experience with their provider.

43% refuse to return to a healthcare provider that disappointed them in the past.

25% switched providers during the pandemic due to lackluster digital offerings.

70% However, 70% of patients are willing and eager to share stories of positive experiences.

So what do today's patients want?

Technologies patients want to see now

58% Patient portal

24% Provider communication

12% Appointment reminders

12% Self scheduling

6% Self-registration / check-in

Technologies patients want to see soon

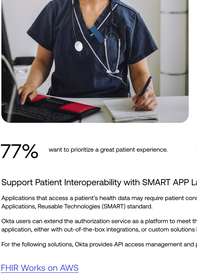
38% Consolidate patient portal

22% Telehealth

16% Provider communication

16% Self scheduling

11% Comprehensive mobile apps



58% of respondents said the most impactful technology in their UX was that of the patient portal.[1] What's the problem?

When it comes to consolidating patients' digital PHI, the integration costs of existing legacy technology are high and the security risks are real.

Healthcare providers often rely on an existing patient portal identity provider (IdP) or a legacy identity solution to connect their patient applications. However, these IdPs weren't built to serve as robust identity platforms, so organizations attempt to work around limitations like rigid branding capabilities, missing multi-factor authentication, and interoperability flexibility. This can introduce data security issues or lead to patients not being able to access the system at all.

AWS provides scalable cloud infrastructure that comes with robust security features. AWS powers innovation for healthcare organizations with solutions for:

Clinical systems

Patient and clinician experience

Medical research

Analytics, ML and AI, and GenAI

Finance and operations

Core health IT

Using engagement and personalization tools that leverage artificial intelligence and machine learning, AWS helps create virtual care environments for patients such as telehealth visits and customer service support, all while keeping health information secure and private.

Okta helps healthcare providers build seamless authentication and authorization flows for complex applications. Implementing Okta's single identity principle provides patients with a more personalized, trustworthy customer experience while maintaining security, data privacy, and regulatory compliance.

The healthcare industry has the highest average cost per breach, at $9.23 million.

Identifying a healthcare breach takes a long time—287 days on average.

By 2025, the market for healthcare cybersecurity is set to be valued at $16 billion.

Today, 30% of all the world's data is being generated by the healthcare sector, and that could grow to 36% by 2025.

Organizations need to protect all this data while giving patients on-demand access through omnichannel digital experiences.

This creates a single view of the patient that increases personalization, connects them with no friction to their apps (patient portal, virtual visit, scheduling, bill pay), and empowers them to make decisions in their health journey.

Multiple usernames and passwords, spread among many applications, result in a fractured experience for existing and prospective patients.

That's where modern identity comes in—combining the highest security with the flexibility to create amazing experiences.

77% want to prioritize a great patient experience.

58% say threat prevention initiatives get in the way.

Support Patient Interoperability with SMART APP Launch

Applications that access a patient's health data may require patient consent or authorization and must follow the Substitutable Medical Applications, Reusable Technologies (SMART) standard.

Okta users can extend the authorization service as a platform to meet these requirements. Okta makes it easy to connect any user to any application, either with out-of-the-box integrations, or custom solutions like patient or member portals that include SMART on FHIR capabilities.

For the following solutions, Okta provides API access management and protects the API functionality:

FHIR Works on AWS

This new AWS Solutions Implementation features an open source software toolkit to create a Fast Healthcare Interoperability Resources (FHIR) interface over existing healthcare applications and data. Healthcare providers use FHIR Works on AWS to improve patient access to data from mobile devices and web portals with standard FHIR APIs.

AWS HealthLake

AWS Healthlake is a HIPAA-eligible service enabling healthcare and life sciences companies to securely store and transform their data into a queryable format, and further analyze this data in the cloud, at petabyte scale. Using the HealthLake APIs, healthcare organizations can easily copy health data, such as imaging medical reports or patient notes, from on-premises systems to a secure data lake in the cloud. AWS HealthLake uses machine learning (ML) models that enable customers to understand and extract meaningful medical information from the raw data, such as medications, procedures, and diagnoses. HealthLake organizes and indexes information and stores it in the Fast Healthcare Interoperability Resources (FHIR) industry standard format to provide a complete view of each patient's medical history.

When bad actors target healthcare organizations, they're looking for vulnerabilities, no matter how small.

That means patients with weak or stolen passwords, or partner APIs that haven't been properly secured, can pose the biggest risks.

A modern security framework makes sure you have the right authentication, authorization, and risk-based access policies in place so you know who's accessing your system at all times.

Did you know?
A single patient healthcare record on the black market fetches $250, compared to $5.40 for payment card details.

With identity as the key, healthcare organizations can open a digital front door that welcomes both current and prospective patients to begin their health journeys virtually, before they see their care provider in person.

And it benefits both patients and providers to open that door using a powerful identity solution.

Patients benefit from a single login to their many apps, omnichannel access, and frictionless progressive profiling.

Providers benefit by reducing integration and help desk costs, maintaining compliance, and building trust with their patients through a personalized experience.

Okta provides both patient and workforce security

Okta is more than just a solution for secure patient access to medical records. Healthcare providers also need security around admin access to this information. AWS and Okta can help enforce secure and controlled access to data.

Okta ASA

The Okta Advanced Server Access (ASA) in the AWS Quick Starts program features Okta's single sign-on, multi-factor authentication capabilities. This lets healthcare organizations add Okta's identity security to their existing AWS environments to achieve Zero Trust.

Did you know?
The Zero Trust model enables secure access for users regardless of their location, device, or network, and ensures the right people have the right access to data. This mitigates risk by protecting critical data, improves operational efficiency, and reduces friction for patients and healthcare employees by ensuring secure, appropriate access to information.

Okta is a leading identity solution on the market, helping healthcare organizations build and protect the modern patient experience.

- Integrates quickly through modern standards
- Allows connections to facilitate bill pay, scheduling, and virtual visit apps
- Supports partner apps and APIs

7,500+ Integrations in the Okta Integration Network

154 covered services with over 1,300 controls across AWS

Okta's Regulated Community Cloud meets some of the most rigorous compliance requirements, including HIPAA compliance, and has also achieved a FedRAMP Moderate ATO.

AWS compliance includes GDPR, HITRUST, ENS High, HDS, C5, FedRAMP, HIPAA, ISO 27001, and ISO 3425.