

# Securing the Human Element

How VanishID Slashed Digital Risk for a Major Healthcare Company

## Executive Summary

A leading healthcare company partnered with VanishID to address a critical cybersecurity vulnerability: the massive exposure of personal identifiable information (PII) of their executives and employees.

This exposed personal data was fueling social engineering attacks, online harassment, and physical threats against executives and their families. Leadership selected VanishID for its managed service approach, which allowed them to quickly deploy the solution. The inclusion of family member protection by default was a key differentiator from other solutions.

Within nine months, VanishID removed over 3.3 million pieces of exposed PII and reduced digital risk across enrolled users by 39%. This dramatic reduction in the company's human attack surface has significantly strengthened their overall security posture against data-driven threats.

### Firmographics

- Industry: Healthcare
- Executives Enrolled: 850+
- Employees Enrolled: 2,000+

### Digital Risk Exposure

- VanishID discovered 91,038 breaches and 5,423 cleartext credentials in the span of nine months.
- VanishID removed 3,362,526 pieces of exposed PII in nine months.

## The Challenge: A Visible Digital Footprint

As a prominent player in the healthcare sector, the company faced unique security challenges. When board members and senior executives became targets of financial fraud schemes and physical threats, the urgency became clear. Healthcare leaders face elevated risk due to regulatory visibility, access to sensitive patient data, and the high-profile nature of industry decision-makers.

Initial scans revealed alarming exposure levels:

- A staggering 3.36 million pieces of PII was removed in a 9 month span across enrolled users, which included executives and employees.
- The largest category of removed exposed PII was family, with 913,257 pieces of information. 648,475 pieces of exposed PII relating to contact information were removed.
- 91,038 breaches and 5,423 cleartext credentials were discovered across enrolled users in nine months.

This extensive digital exposure created a perfect environment for sophisticated social engineering attacks, with personal data readily available to craft convincing phishing attempts, impersonation scams, and targeted attacks against key decision-makers.

## The Solution: Continuous PII Removal

VanishID implemented its automated solution, requiring minimal effort from the healthcare company's security team. The implementation included:

1. **Enterprise-Wide Protection:** Enrolling 1 CEO, 887 executives, 2,000 employees, and 51 family members in VanishID's continuous PII removal service
2. **User Reconciliation:** Coordinating with the healthcare company to update enrolled user lists and establish ongoing provisioning and de-provisioning processes
3. **Executive Family Focus:** Launching a focused effort to increase family member enrollment, recognizing that executives' family members often represent an overlooked vulnerability
4. **Continuous Monitoring and Removal:** Deploying automated scanning and removal technology to identify and eliminate PII from data broker sites continuously

VanishID required only employee names and work emails to begin the protection process, with initial results appearing within 24-48 hours.

## Powerful Results: Measurable Risk Reduction

The impact of VanishID's protection was substantial and measurable:

### Protection Results

- 39% reduction in overall digital risk
- 3,362,526 pieces of PII removed
- 91,038 breaches discovered
- 5,423 cleartext credentials discovered

Removal of numerous exposed profiles, including:

- 913,257+ pieces of family PII
- 683,742+ pieces of network PII
- 648,475+ pieces of contact information
- 553,177+ pieces of background PII

## Beyond Technical Protection: Business Impact

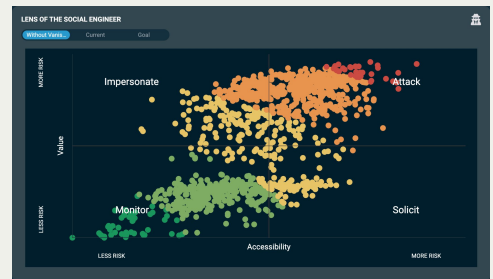
The implementation of VanishID's solution delivered several key business benefits:

- 1. Reduced Social Engineering Success Rates:** By removing the personal information that fuels targeted attacks, the company experienced fewer successful social engineering attempts.
- 2. Enhanced Security Posture:** The dramatic reduction in exposed PII strengthened the company's overall defense against human-targeted attacks—often the starting point for more severe security breaches.
- 3. Operational Efficiency:** Instead of dedicating internal resources to remove personal information manually, the automated solution handled this task continuously, allowing the security team to focus on other priorities.
- 4. Family Protection:** The expanded protection to executive family members closed a significant vulnerability gap, as family members are often targeted as indirect entry points to company systems.

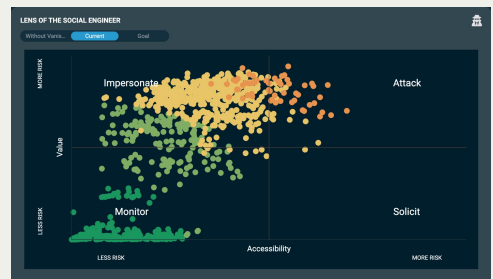
## Looking Forward: Building on Success

Initial success has fueled program expansion. VanishID coverage now extends well beyond the founding executive group to thousands of leaders, with enrolled executives championing further expansion to the broader employee population as a company benefit. The Privacy Briefings continue to resonate with leadership, while the security teams value the minimal operational lift.

## Initial Digital Risk Scores



## Current Digital Risk Scores



## Understanding Risk Measurement and Mitigation

In the charts above, every dot is an employee. The X axis shows the target's overall **value**, and the Y axis shows the target's **accessibility**.

**Access:** The Access score measures how accessible a person appears to threat actors outside your perimeter. Scoring includes overall vitals, biographics, openness, and activity metrics.

Higher Access scores = relatively easier for attackers to research, approach, and communicate with.

**Value:** The Value score measures how attractive a target appears from an attacker's perspective. Scoring includes overall security, privileges, network, and exposure.

High Value scores = most worthwhile for attackers to target, directly or through impersonation.

## VanishID

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### The VanishID Difference

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VanishID provides continuous protection against cyber and physical threats. Our digital executive protection solution is purpose-built for the enterprise, providing a turnkey managed service for reducing exposed PII powered by agentic AI and OSINT experts.

By continuously removing personal information from the public domain, VanishID helps organizations prevent harassment and social engineering attacks before they begin, shifting security from detection and response to risk-informed prevention.

Learn more about how you can reduce your organization's target profile with zero effort. Request a complimentary scan at [vanishid.com/demo](https://vanishid.com/demo).



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