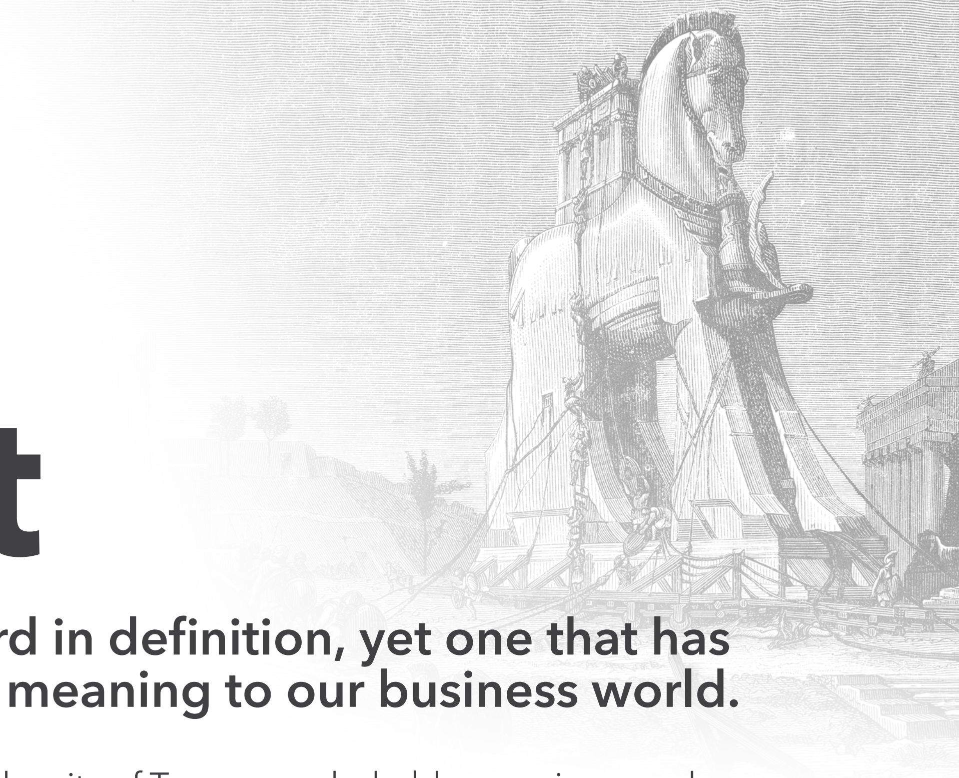
MHS
Beyond Assessments



Trust

Such a simple word in definition, yet one that has so much complex meaning to our business world.

Imagine being a leader in the city of Troy as you beheld a massive wooden horse left near your gates as the soldiers of Greece sailed away after a 10-year siege. Trusting you had won the war and trusting this innocent-looking structure was now a trophy, you ordered it brought into the city gates. As we know now this trust was misplaced and centuries later, we use the term Trojan Horse to mean something trustworthy in appearance but untrustworthy in practice.

Trust is hard earned and rapidly destroyed. Trust is the currency of digital business. In a digital ecosystem, dependent on trust at every point of interaction, we build trust through the consistent and reliable execution of each transaction we perform on your behalf. Our only goal as a business is to earn and retain your trust–through service excellence, product innovation, and value-creating solution provisioning.

OUR **GOAL IS TO EARN AND RETAIN YOUR TRUST**

2024

A LAYERED STRATEGY

We approach earning and retaining your trust with a layered strategy, each layer building upon the previous. By working in a layered fashion, seamlessly crossing between physical and digital engagement points, we can focus the right resources on priorities as required.

At the center of our trust efforts is our focus on operational consistency, predictability, reliability, and security. This begins with our ISO 27001 and SOC2 certifications and builds out through our GDPR (General Data Protection Regulation), HIPPA, and regional-specific data privacy, use, and security validations. Our core trust credentials and qualifications are externally audited on a quarterly basis by an independent third-party auditor. Our third-party auditor, MNP LLP, performs cybersecurity, infrastructure resilience, and compliance audits in Q1 and Q3, with remediation retests in Q2 and Q4. The final audit reports, delivered in Q2 and Q4 are available in redacted form to third parties via our business development and account management teams. In addition, MHS engages Microsoft Security Services, bi-annually, to conduct a security posture assessment, reviewing our business operating platforms and cloud computing deployments. When required, high level summary results are available for sharing with key partners and clients under active non-disclosure agreements.

The second layer prioritizes operations, privacy, security, and data stewardship. MHS operates both a Network Operating Center (NOC) and a Security Operating Center (SOC), staffed 24-hours a day, 365 days a year. A suite of performance and security monitoring tools, probes, analytics and threat aggregation service providers are utilized to ensure consistency, reliability, and security in our digital operations. As noted above, cybersecurity testing and infrastructure resiliency are audited quarterly, with maintenance, remediation, and patching, all under the control of ITIL[i] -based practices continuously working under processes that are defined and reviewed as part of our ISO 27001 certification.

The third layer prioritizes service delivery. MHS' business operations are based on a "single version of truth" model, built up from our core CRM / ERP systems and extended to our customer service and project operations teams.
A unified business operating system ensures that our customer service interactions, while script-driven for consistency, work at a high level of agent empowerment. We are committed to and invest in constant agent training and review. Our collective effort prioritizes ensuring that our digital solutions and delivery programs are highly available, scalable, reliable, and readily understood, but when a customer needs support, a consistent experience is delivered by our teams regardless of which agent you reach 24-hours a day. Service delivery is difficult. It is dependent on staff, communications, and systems that all have to work in concert every time. There are times when it all doesn't work as we'd like it to. In those cases, we have escalation procedures, audits, analyses, and surveys to help us improve. Ensuring your success is our layer three priority.

The fourth and final layer prioritizes our efforts in research, development, design, and implementation. Highlighted elsewhere on our ***trust site*** is our commitment to equity, bias elimination, and gender diversity in our core products. Ensuring our scientifically validated measures deliver to customers the outcomes they require to represent a diverse, global community resides in this fourth ring. The platforms, technologies, customer journeys, and integrations that deliver our products to our customers, and ultimately yours, are developed under a regiment of design and review practices from user experience through to hosting and deployment that ensures we earn and retain trust by focusing our digital delivery on "scalability, reliability, usability, availability, and security," or what we sometimes call the "ity's". Finding the required balance between these five priorities takes effort, skill, care, and continuous innovation to measure, improve, deploy, and repeat. Correctly done layer four moves technology, implementation, securit y, priv acy, and consistency concerns to the background and allows you to focus on your outcomes.

TRUST LAYERS IN PRACTICE

Fighter pilots in combat scenarios operate in a framework known colloquially as OODA[ii] , for Observe, Orient, Decide, Act. Operating a global digital ecosystem and earning trust at each engagement point requires a similar prioritization and action-planning framework. We borrowed OODA for ours. At layer one of our trust efforts, we define and prioritize how we act and make decisions. Having a framework and clear responsibilities is particularly important when things do not go the way we want them to, and an incident is declared. The second layer of our trust efforts drives our ability to observe. Layer three and layer one guide us in decision-making, while layer three and layer four are the means by which we act.

Our entire organization is committed to earning and retaining your trust through our every action and outcome. I hope we are achieving on this singular priority on your behalf.

Timeo Danaos et dona ferentes[iii]

Mike

Mike Sparling
Chief Operating & Technology Officer
Multi-Health Systems Inc.

Have Questions? Get in touch with our team!

TrustMHS.com

[i] International Technology Infrastructure Library - a set of detailed practices for IT activities with a focus on IT service management (ITSM) and IT asset management (ITAM).
[ii] https://www.vuca-world.org/ooda-loop/
[iii] Latin - I fear the Danaans, even when they bear gifts. From 'Aeneid' the original poem that told the tale of the trojan horse by ancient Roman poet Virgil, ~ 19 BC.