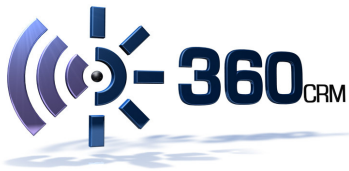


## 360CRM Protects NHS Patient Information By Certifying To ISO27001

'Did Not Attend' or DNA is a term used within the NHS when referring to a patient that has missed a scheduled appointment. In an attempt to be more efficient and to improve the service it provides to the public, the NHS is trying to cut the number of missed appointments. Due to limited resources, many trusts are currently looking to outsource this service.

360CRM is an organisation that offers a unique service to the NHS combining both multimedia messaging (text messages and voicemails) and calls from agents to reduce the number of DNA's.

Although this is an embryonic market, 360CRM is already well established within this arena and has a proven record of success, reducing the number of DNA's in all of the trusts that they work with including Salford Royal NHS Foundation Trust, St Helens and Knowsley NHS Trust and NHS Grampian.



360CRM is currently working with many Trusts throughout the UK, the majority of which are based in England. The organisation employs the majority of its staff in part time positions as agents, working from home. The rest are full time employees.

The NHS is 360CRM's core business and its agents are often required to handle sensitive, confidential patient information. Many trusts require their business partners to be able to prove that they adhere to strict information security procedures.

Although this is a growing marketing, the team at 360CRM wanted to have a competitive edge and be able to demonstrate to clients that they take information security seriously. As a result of this they began to research gaining certification to the international security standard ISO27001.

ISO27001 is an international security standard in which an organisation is required to write an ISMS (Information Security Management System) and adhere to the systems requirements. An ISMS covers the 11 clauses of good Information Security practice. External certification to ISO 27001 proves that an organisation has an effective information security framework in place and is regularly audited to maintain certification.

When asked to comment on why he chose ISO27001 Walter Miller, Managing Director at 360CRM said, "ISO27001 differed to many of the other international standards as it related directly to information security best practice rather than quality standards such as the 9000 series. As we work primarily within the NHS, going for certification to ISO27001 made perfect sense."

When looking for a security advisor to assist with the project 360CRM approached a number of organisations to provide a scope for the project. One of which was consultancy firm Sapphire.

"Having reviewed the pricing and scoping documents of all organisations, we decided to run with Sapphire for the project. We liked the blend of experience that their consultancy team could offer us. In addition to this, they offered competitive rates and were reactive to our needs," said Walter.

Sapphire is an organisation that offers a modular stage-wise programme of consultancy services designed to assure the confidentiality, integrity and availability of your organisations information and assets. Sapphire's consultants work closely with its clients to ensure that they decide upon Sapphire's degree of involvement during the project. Its consultants currently have a 100% success rate in guiding organisations through the ISO27001 certification process.



Sapphire and 360CRM scoped the project over 6 phases, with a total of 11 days on site consultancy. Phase 0 – Project Governance and Scope, was provided with the quotation. During Phase 0, Sapphire's consultants liaised with the team at 360CRM to agree accurate and achievable timescales and costs associated with the project.

Phase 1 – Gap Analysis and Risk Management took a total of 4 days to complete, during which Sapphire reviewed 360CRM existing procedures to see how they compared to best practice and any regulatory requirements.

After this was complete, Owen Birnie, Sapphires consultant worked closely with the staff at 360CRM to provide a current state analysis report and a statement of applicability. A risk assessment / management document was then drafted to outline the corporate and tactical ISMS risk management.

During the 2<sup>nd</sup> phase, Security Improvement Planning and Training, Sapphire spent some time on site with the team at 360CRM developing an agreed format for the security training to be carried out. They also agreed on sponsors within 360CRM to assist in writing the core and departmental procedures.

Phase 3 consisted of a series of on site visits by Sapphire over an agreed period of time. During these visits, Owen worked proactively with the sponsors to implement the new departmental procedures.

Finally, during Phase 4 – Implementation Review and Compliance Checks, Sapphire audited 360CRM to ensure that they are functioning to guarantee that the new 'culture of information security' is in place.

When asked to comment on the project, Owen Birnie, Sapphire's consultant commented "360CRM is one of the best clients that I have worked with. They did a phenomenal job at keeping on top of the project when I was not on site and their enthusiasm for the project was refreshing. Although 360CRM is a small organisation, they take information security seriously and were determined to get it right from the start. The organisation always strived to stick to timescales and as a result of this achieved certification to the standard in only 8 months."

"Certification proves to our clients that information security is high on our list of priorities. Although our industry is a growing market, ISO27001 gives us a competitive edge against other suppliers. We hope to use certification, among our skills set to grow our client base and aggressively try to secure more market share" said Water Miller.

