

## CASE STUDY

# Eye protects Avi Medical

## Supporting digital foundations for the future of healthcare

In the realm of healthcare, the familiar struggle to secure a timely appointment with our trusted family doctor is a shared frustration. The healthcare system yearns for efficiency and modernization through digital transformation. Addressing this need, IT virtuoso Vlad Lata, visionary business economist Christoph Baumeister, and dedicated physician Julian Kley united in 2020 to establish Avi Medical.

Today, with 14 thriving practices and a dedicated software development team, Avi Medical is more than just a medical service – it is the embodiment of a trusted health companion for its clientele. Their innovative health management encompasses a spectrum of services, including GP assistance, proactive care, vaccinations, and intuitive digital health applications. To achieve this, Avi uses advanced technology developed in-house. The intuitive Avi app also allows patients to easily interact with their respective practices.



## Cyber-security is critical to business health

At the heart of this medical revolution lies the critical aspect of cybersecurity. Safeguarding sensitive patient data, health records, and financial information is paramount. Equally vital is the uninterrupted availability of appointment scheduling and digital services. Thorsten Spieker, Director of Engineering at Avi Medical, oversees the technological foundation. He manages the central cloud infrastructure and all devices across their headquarters and on-site at the practices, which are based all over Germany. Because of high public traffic, thoughtful consideration was given to securing the devices effectively.

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## The dilemma: make or buy?

In the pursuit of robust cybersecurity, Spieker evaluated two crucial options. Building an internal security team, though ideal, would have proved impractical due to cost constraints and organizational fit – building this team properly meant recruiting for an excessive headcount. Thus, he sought dedicated service providers capable of providing 24/7 coverage, meeting Avi Medical's stringent requirements and give the business round-the-clock support and peace of minds; however, the service would still have to tick all the boxes that a dedicated internal resource would, which in the modern cyber-security landscape, is rare to find.

## A seamless onboarding journey

Reflecting on the onboarding experience, Spieker enthusiastically states, *"there are only positive things to report - the whole process was well explained and we got all the time we needed. Overall, we worked together perfectly."* The icing on the cake was the comprehensive discussion on identified threats at the end of the test period, a valuable aspect of Eye's onboarding process. Spieker appreciates that this level of assurance was provided without incurring exorbitant costs, ensuring a robust security infrastructure for Avi Medical. Spieker states *"a pen test alone to identify all the threats would have cost us as much as our annual cost for Eye's all-round service"* justifying his instinct to opt for an external product and services that specialise in cyber-security.

## A wise investment in security

Spieker aptly underscores the value of investing in Eye Security – *“I don't have to worry about our cyber security and it doesn't require a disproportionate internal team to be protected 24/7.”* The Eye team values total business protection and takes their commitment seriously, addressing not only core security matters but also going the extra mile to clarify additional queries beyond the defined scope of services.



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## In conclusion: a freedom to innovate healthcare

The potential benefits of digitalization in the healthcare sector are boundless. Avi Medical, as a burgeoning force in this field, is dedicated to unlocking these advantages and is continually evolving by integrating AI-driven value-added services. These include enhanced digital appointment scheduling, a practical app with which patients always have an overview, automated reminders for check-ups and video consultations so that they do not have to visit the practice for every topic. These are clear advantages for patients who expect more efficient and consistent digitised

experiences. Practices also benefit from improved practice management, digital billing and a secure, efficient exchange of data with all service providers.

With Eye Security as their trusted cybersecurity partner, Avi Medical can wholeheartedly focus on their core mission—pioneering the future of healthcare—knowing their technological landscape is fortified and their patients' data is in safe hands. Together, they forge ahead, creating a secure, connected healthcare experience for all.

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