

## Crisis Communication

### 1. What happened?

- Data breach  
personal, medical, financial,  
fortnightly advanced  
monitoring system

### Sample A

To: Marilyn Teo Su Lyn ([marilyntsl@tbmg.com](mailto:marilyntsl@tbmg.com))

From: John Tan ([johntan@tbmg.com](mailto:johntan@tbmg.com))

Date: 10 January 2021

Subject: TBMG data breach on 9 January 2021

### 2. Corrective Action

- Making a police report  
- Independent digital forensics  
company  
- Comprehensive review IT systems  
and process

### 3. Protective Action

- Phone scams, sharing of  
personal  
information/transactions  
etc

Dear Marilyn,

As requested, please find the draft which I have prepared for sending out to the patients affected by the data breach.

Thank You.

- 1. No headers - difficult to digest
- 2. Direct Approach
- 3. Credibility of sender not enforced

Best regards,

John Tan

Executive

TBMG

Overall: 3.5

Dear Sir/ Madam, *Personalise name*

I am writing to you with important information regarding a recent breach of your personal and financial information from Thomas Bingley Medial Group (TBMG) on 9 January 2021. Our team became aware of this breach on 10 January 2021 and have since filed a police report to assist with the investigations. A more comprehensive description of the breach can be found below.

*Logos: Direct  
approach*

On 9 January 2021, while running the scheduled fortnightly checks, our advanced monitoring system detected some anomalies which indicated that confidential patient information has been downloaded. Upon further investigations, our team discovered that TBMG's IT system has been hacked by one or more skilled hackers, which led to the unauthorised access to our patient's database.

Initial reports suggests that both personal and sensitive financial information might have been accessed. These include:

- Name
- Date of birth
- Address
- Contact details
- Identity card number
- Passport number
- Medical diagnosis
- Treatment history
- Payment card number and expiration date
- Financial records (ie. bank statements)

*Too much information here*

*Summarise into 3 headings*

- 1. Personal
- 2. Financial
- 3. Medical

Our IT team is currently reviewing TBMG's IT system and procedures to further understand how the breach occurred such that further improvements can be made to prevent similar future occurrences. As mentioned above, TBMG has also filed a police report to assist us with the investigations. Do be assured that we do not condone any incidents of illegal data breaches, and will definitely conduct a

thorough investigation on this incident. As a precautionary measure, we would like to suggest for you to monitor your financial records in the coming week for any unauthorised transactions. Please do not hesitate to reach out to us, or the police if you require any assistance.

In addition, it has also come to our attention that 2 of our former patients have received phone calls impersonating TBMG's Customer Service staff, asking for the patient's personal information. We would like to reiterate that TBMG does not have the practice of asking for patient's personal information over phone calls, and would like to caution you not to divulge any of your personal information to any of these impersonating calls. Please do inform us should you receive such calls so that we can take the necessary actions against these perpetrators.

We assure you that TBMG has invested greatly in the best IT security systems available in the market. In addition, we have also employed a large team of IT experts to carry out robust maintenance as well as to implement prevention procedures. We are extremely grateful for the support which you have provided to TBMG over the years, and hope that you can continue to trust us, and allow us to continue proving you with a seamless continuum care to you.

*Generally do not put apology in conclusion*

On behalf of the team at TBMG, I would like to sincerely apologise for this lapse in our IT system, and hope that you can restore your trust in us. We hope to be able to continue to enhance the health and well-being of all patients through our compassion, commitment, excellence, value and team based care.

*Need to put hotline number*

*CTA*

*Forward looking message*

Thank You.

Yours sincerely,  
Dr Julian Wong Meng Teck  
Group CEO and Executive Chairman  
TBMG