



Hospital Hacking Case

Crisis Communication, Section 001
Group Project

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Following Steps

Situation & Breaking News

Online System is Hacked

- The hospital's online system is hacked
- The hacker asked for a ransom

IT Employees

- CNN was reporting that an IT contractor was a person of interest.
- FBI charged six IT contractors with aiding cyberterrorism.
- The director of IT has been arrested and charged with cyberterrorism by the FBI.

An ICU Patient Died

- An ICU patient passed away, but autopsy confirmed the patient died of natural causes
- The family's lawyer has scheduled a news conference outside the hospital in 45 minutes.

Hospital Shut Down

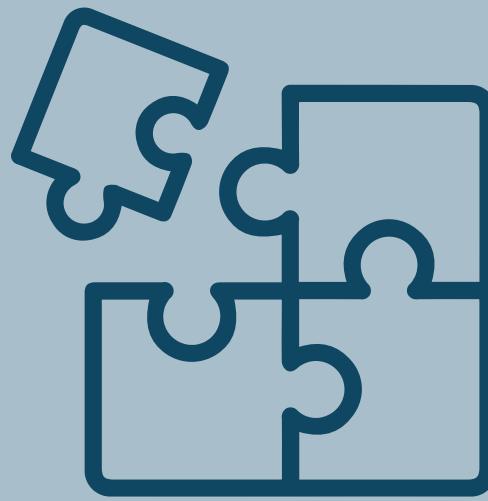
- The State Health Commissioner has given us 12 hours to prove no elevated health risk to patients, with investigators examining records on-site

Three Options



Pay ransom

- Pros: might get the network back, shows the public that you are doing everything to help the patients
- Cons: hackers might not keep their promise, the network might be broken even returned



Don't pay the ransom

- Pros: save the money
- Cons: other hospitals might not be happy about it, the public don't think you're doing your best



Pay partial/Negotiate

- Pros: we won't lose all the money if we are tricked
- Cons: the hackers are unlikely to accept it or the information that was returned might not be the most crucial ones

Our recommendation



Don't pay the ransom, hire a cyber security expert

Reason:

This is the safest and most reliable option. However, rebuilding the data is going to take at least a few weeks, which means that we have to have a back-up plan in place while we wait for the system to be completely built.



Primary revenue-generating functions



Emergency room:

- Not accepting new patients
- Informing nearby hospitals
- Setting up communication hotlines

Intensive care:

- Manual monitoring and documentation
- Backup life-support systems



Scheduled surgeries:

- Postpone elective surgeries
- Partner with nearby hospitals

Maternity ward:

- Continue services but minimize elective procedures
- Coordinate with partner hospitals
- Keep families informed so they can make decisions



Communication with...

Staff and Contract Employees

- Internal memo that informs all hospital staff
- Cooperation with law enforcement
- Maintaining patient care standards

Board of Trustees

- Provide them with a private update on the investigation
- Reassure hospital's commitment to transparency and patient safety.

Doctors and Nurses

- Ensure clinical personnel are prepared for potential concerns from patients and their families
- Providing them with talking points for reassurance.

Patients and Their Families

- Direct patient communication channels
- Update on the hospital website and social media platforms.

CNN & FBI Situation

What should we do

- Acknowledge the situation
- Emphasize the hospital's cooperation with law enforcement.
- Reaffirm the hospital's commitment to patient safety, privacy, and transparency.
- Reassure the public that patient care continues uninterrupted and that the hospital is doing everything it can to mitigate the crisis.



Key Messages of Responding to the IT Situation

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- Focus on Patients
- Corporate with Law Enforcement
- Internal Investigation Being Taken
- Keep Updating

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Press Release

Sunnyvale hospital issued a press release to respond to the public's concern regarding FBI's involvement



FOR IMMEDIATE RELEASE

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Sunnylake Hospital Responds to IT Director Arrest, Prioritizes Security and Care

Sunnylake, CA – November 17, 2024 – Sunnylake Hospital has been informed that the FBI has arrested our IT director and six contract employees on cyberterrorism allegations. We are deeply concerned by this development and fully cooperating with the authorities in their investigation. Concurrently, we have launched an internal review to identify any procedural gaps that may have contributed to this situation.

Transparency and accountability are core values at Sunnylake Hospital. We are committed to keeping the public informed as we gather more information and take corrective actions where needed. Above all, our priority remains safeguarding the privacy of our patients and ensuring the highest standards of care.

Sunnylake Hospital maintains stringent hiring protocols for key personnel and consistently prioritizes patient data security. We understand the gravity of this incident and are taking immediate steps to fortify our systems and processes.

We appreciate your understanding and support as we navigate this matter. Together, we are confident in our ability to emerge stronger and continue providing the exceptional care and safety our community expects and deserves.

About Sunnylake Hospital

Sunnylake Hospital is committed to providing exceptional healthcare services to the community with a focus on patient care, safety, and innovation.

For further inquiries, please contact the hospital's PR manager at sunnylakehospital@pr.com or +1-551-268-3245

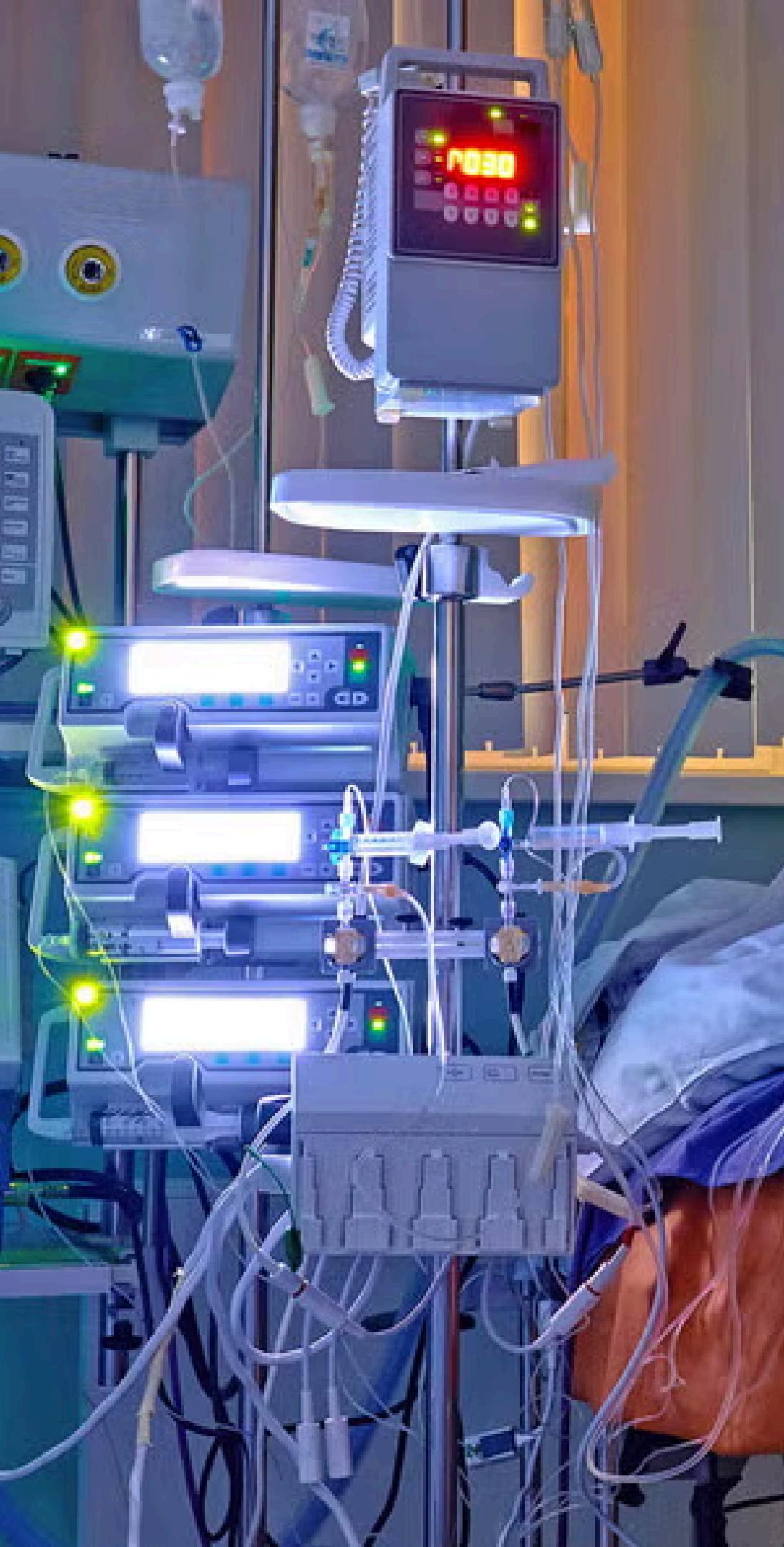
ICU Situation

Team 1

- Send a senior, empathetic hospital leader (e.g., CEO or Chief Medical Officer) to speak with the family.
- Propose collaborating with them on a unified public statement

Team 2

- Prepare a statement and be ready to release the statement immediately if the family holds their press conference.
- Schedule the hospital's media conference shortly afterward to provide additional context and updates.



Press Release

Sunnylake hospital issued a press release
to respond to the passing patients' family



FOR IMMEDIATE RELEASE

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Sunnylake Hospital Mourns the Passing of Jane Doe, Reaffirms Commitment to Transparency and Support

Sunnylake, CA – November 17, 2024 –It is with deep sorrow that we announce the passing of Jane Doe. We extend our heartfelt condolences to her family and friends during this incredibly difficult time. At Sunnylake Hospital, we are dedicated to providing compassionate care and unwavering support to our patients and their loved ones.

In light of recent speculation, we wish to clarify that an autopsy has been conducted, and the results confirm that Jane Doe's passing is not connected to the recent system hacking incident. While we understand the concerns raised, we hope this information provides clarity and reassurance during this time of mourning.

We remain committed to assisting Jane Doe's family and will continue to support them in every possible way. Our thoughts are with all those affected by this loss, and we offer our deepest sympathies to everyone grieving Jane Doe's passing.

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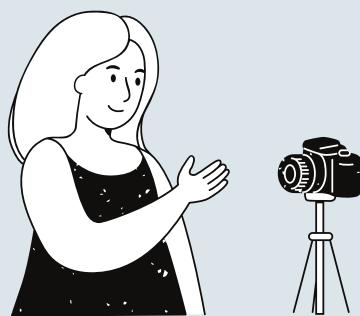
State Health Commissioner



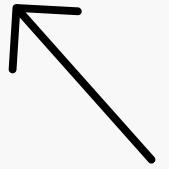
**1. In-hospital
assessment and
internal
communication**



**2. Use third-party
support**



**3. Close collaboration
with state health
departments**



**4. Develop a plan for
how to respond if the
hospital is shut down.**



**5. Strategic public-
facing communication**



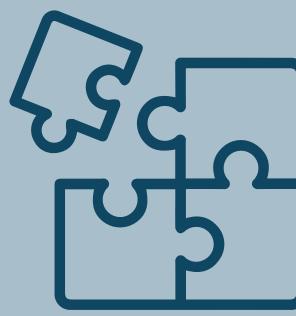
**6. Presentation and
development of post-
crisis programs to the
Director of Health**

State Health Commissioner



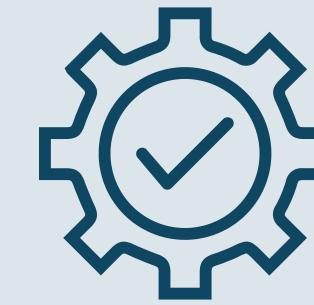
1. In-hospital assessment and internal communication

- Form a rapid response team within the hospital.
- This includes medical experts, IT security teams, legal counsel, and public relations personnel
- To ensure that cross-departmental collaboration moves forward efficiently.



2. Use third-party support

- Invite an independent medical expert to issue a statement confirming that health risks in the hospital's current operations have been minimized.
- Collaboration with a cybersecurity firm can also be publicized



3. Close collaboration with state health departments

- Assign someone to stay in real-time contact with the health director's office to inform them of corrective actions and progress in assessing health risks.
- Provide them with up-to-date medical data and operational status

State Health Commissioner



4. Develop a plan for how to respond if the hospital is shut down.



5. Strategic public-facing communication



6. Presentation and development of post-crisis programs to the Director of Health

Don't pay the ransom, hire a cyber security expert to restore the data

Maintain critical services with manual protocols and collaboration with partner hospitals.

Patient Care

Ensure transparent updates to staff, patients, and the public; emphasize cooperation with law enforcement and commitment to safety.

Communication

Full corporation with the FBI, the hospital is not involved with the criminal organization

FBI Issue

Prioritize compassionate communication with the patient's family and the public

ICU

Work closely with state officials, supported by third-party experts, to demonstrate minimized health risks and operational safety.

State Health Commissioner



Thank you

