



***2022 Annual Health-ISAC
Member Satisfaction
Survey Results***

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Background

The First Annual Health-ISAC Member Satisfaction Survey was conducted from April 25 – May 13, 2022.

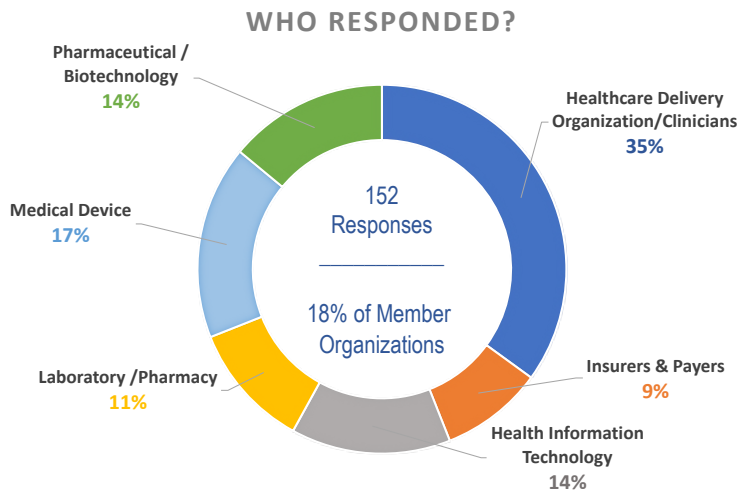
April 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

May 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

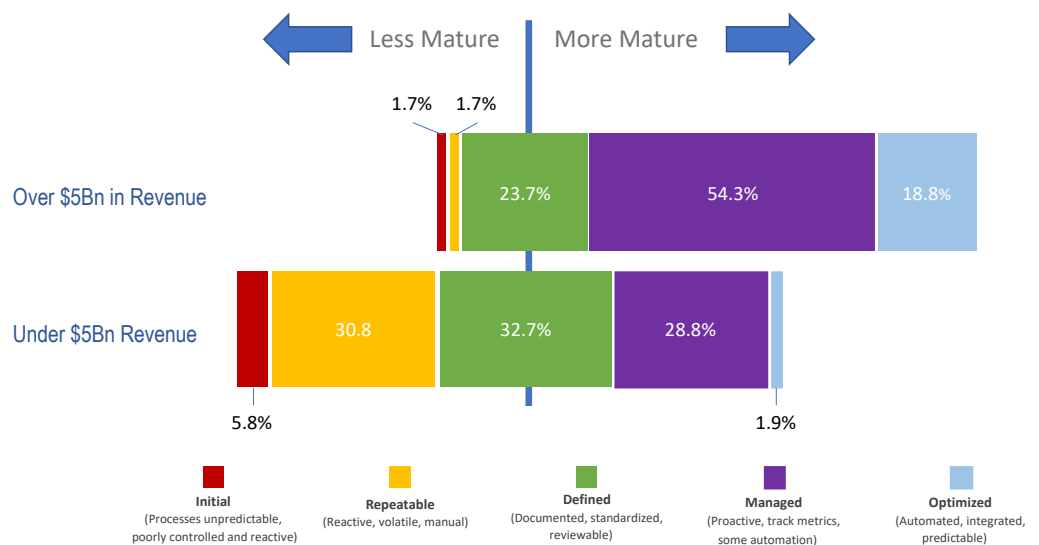
Demographics



The survey was sent to all Health-ISAC Member participants via the Member Listserv. We received 152 responses which represent an estimated 18% of the total Health-ISAC member organizations and approximately 3% of all individuals who received the survey invitation.

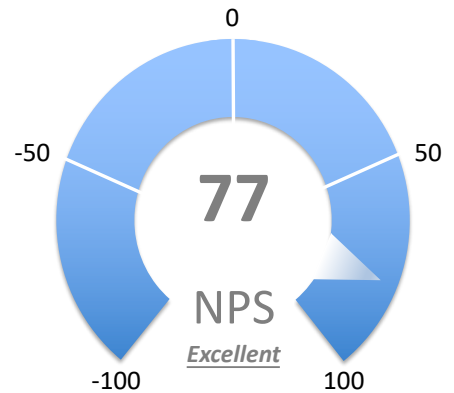
Participants were asked to rate their organizations based on [the Cybersecurity Capability Maturity Model \(C2M2\)](#); Overall, most organizations defined themselves as “Managed”. As seen from the charts below, there are some variations based on the size of the organization. Organizations greater than \$5B in annual revenue had more “Optimized” responses while organizations less than \$5B in revenue were more likely to rate themselves “Defined” or lower. Only 5% of all respondents rated themselves as “Initial.”

Cybersecurity Capability Maturity Model (C2M2)

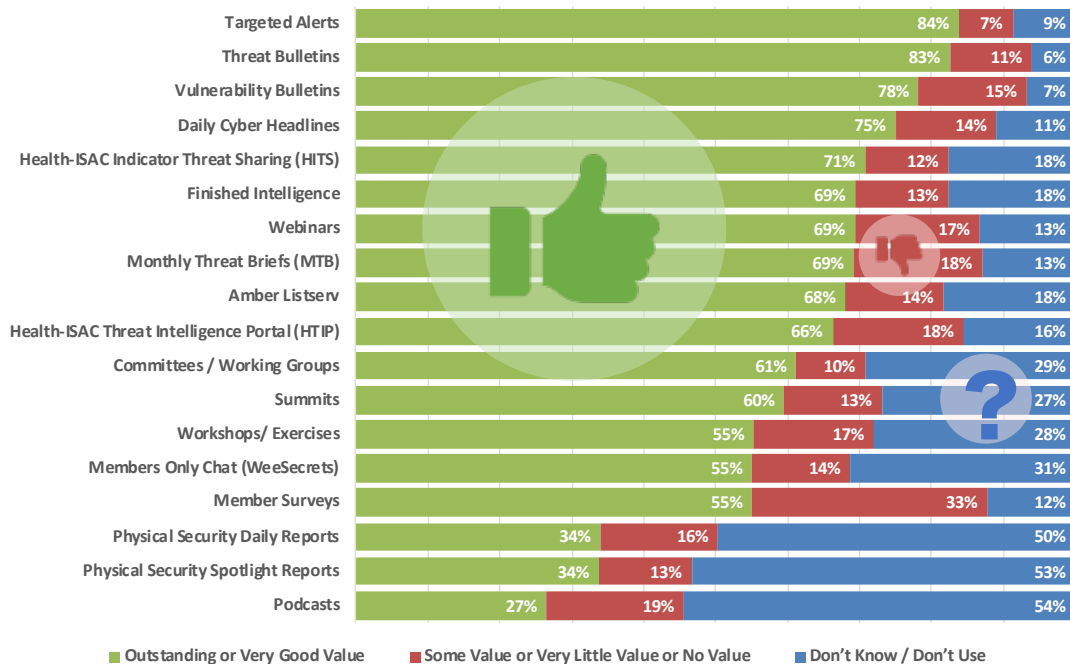


Net Promoter Score

Net Promoter Score (NPS) is an industry standard that measures the willingness of customers to recommend the products or services they receive to others. It is a proxy for gauging overall customer satisfaction and loyalty. The creators of NPS, Bain & Company, suggest scores reflect the following sentiment: -100 to 0 = Needs Improvement; 0 to 30 = Good; 30 to 70 = Great; and 70 to 100 = Excellent. **Health-ISAC's NPS is an excellent 77.** As a way of reference: Amazon's NPS is 62; and Starbucks' NPS is 77.



Health-ISAC's Service / Product Value

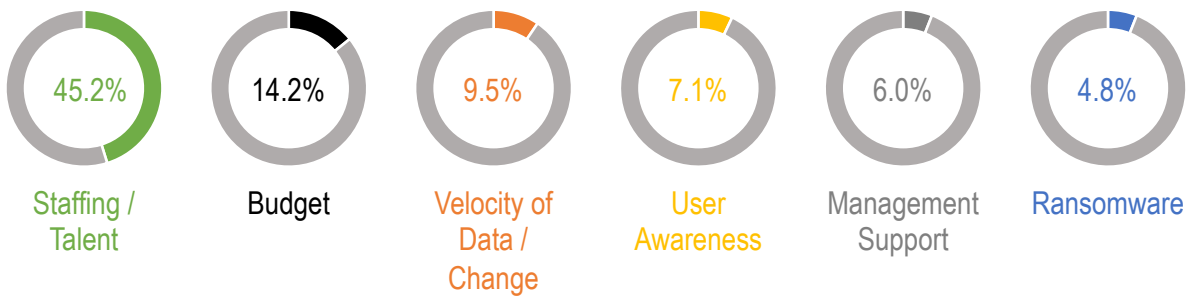


Health-ISAC Membership recognizes a very high level of value over the entire range of Health-ISAC offerings with an average “total value” score (Outstanding or Very Good or Some Value) of **76% out of 100%**. The only services that did not rank above 60% on total value also had the highest responses for Don't Know / Don't Use.

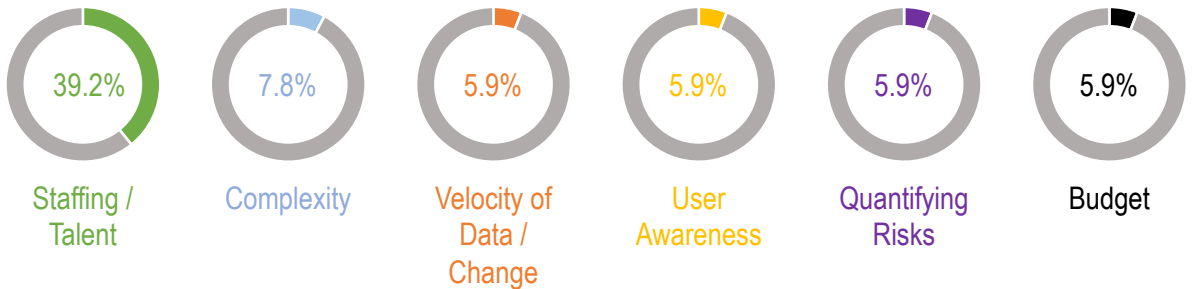
Biggest Challenges

Four of the top five most frequently mentioned “Biggest Challenges” (or 65% of all responses – regardless of size) faced by Health-ISAC members are related to resource availability or development (Staffing / Talent, Budget, User Awareness, Management Support). In addition, four of the top nine concerns (or 15% of all responses – regardless of size) related to the size and the scope of the Cybersecurity challenge that members are facing (Velocity of Data / Change, Complexity, Quantifying Risk).

Under \$5B In Revenue



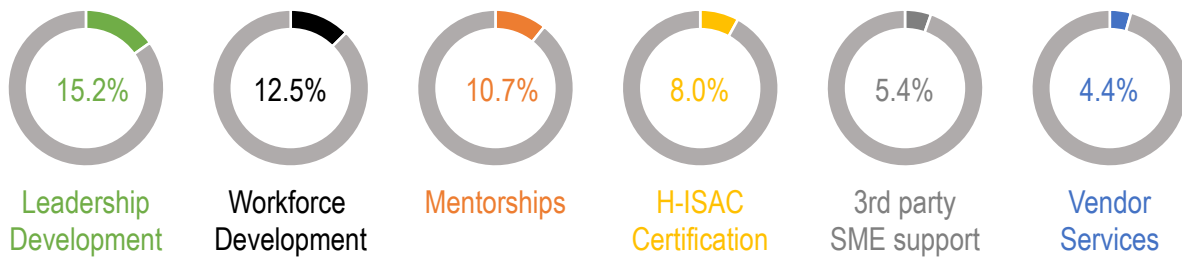
Over \$5B In Revenue



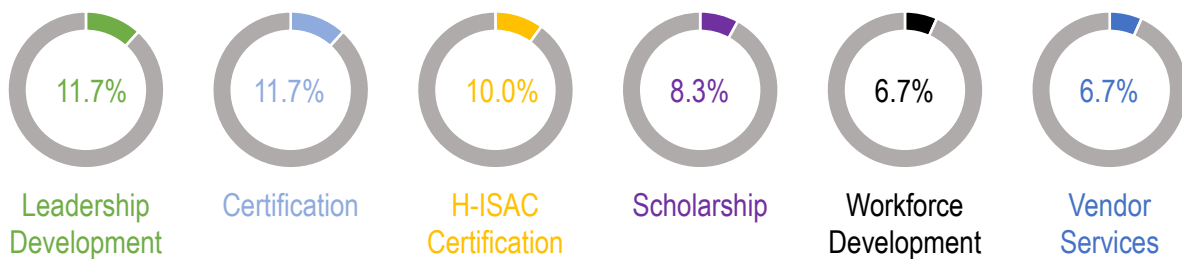
Top Three Things Health-ISAC Could Do To Better Support You

When asked “how can Health-ISAC better support you”, 47.3% of all respondents, regardless of size, were looking for some kind of human capital development. That number could be even higher if we consider Third Party SME Support and Vendor Services as a proxy for workforce development.

Under \$5B In Revenue



Over \$5B In Revenue



In Closing

It is clear that, Health-ISAC is delivering tremendously high value to the Membership, however, any organization must continue to grow and evolve to ensure it will consistently deliver high value into the future. In order to support that concept of continuous improvement, the detailed version of this report has been made available to all inhouse Health-ISAC staff so that they can use the data for internal evaluation. Furthermore, we will continue to benchmark and publish our performance metrics via annual surveys.

Per the data, the single biggest thing Health-ISAC can do to increase the ROI for the Members is to increase awareness of everything that is currently available. Health-ISAC is currently on a journey to provide more Member engagement and service engagement through technology enhancements and incremental process improvement.

While much of the Membership share common concerns and needs (65% of all respondents cited resource availability or development as their greatest challenge), there are also some important differences between the constituencies that make up the Health-ISAC Membership. For example, member organizations under \$5B in annual revenue are looking for more support for their daily operations – and Member organizations over \$5B are looking for more strategic support. Health-ISAC will form a small team to review these results and make specific recommendations to:

- ensure existing efforts are in alignment with members' needs
- propose new services
- create workgroups / committees (if needed)
- create more awareness