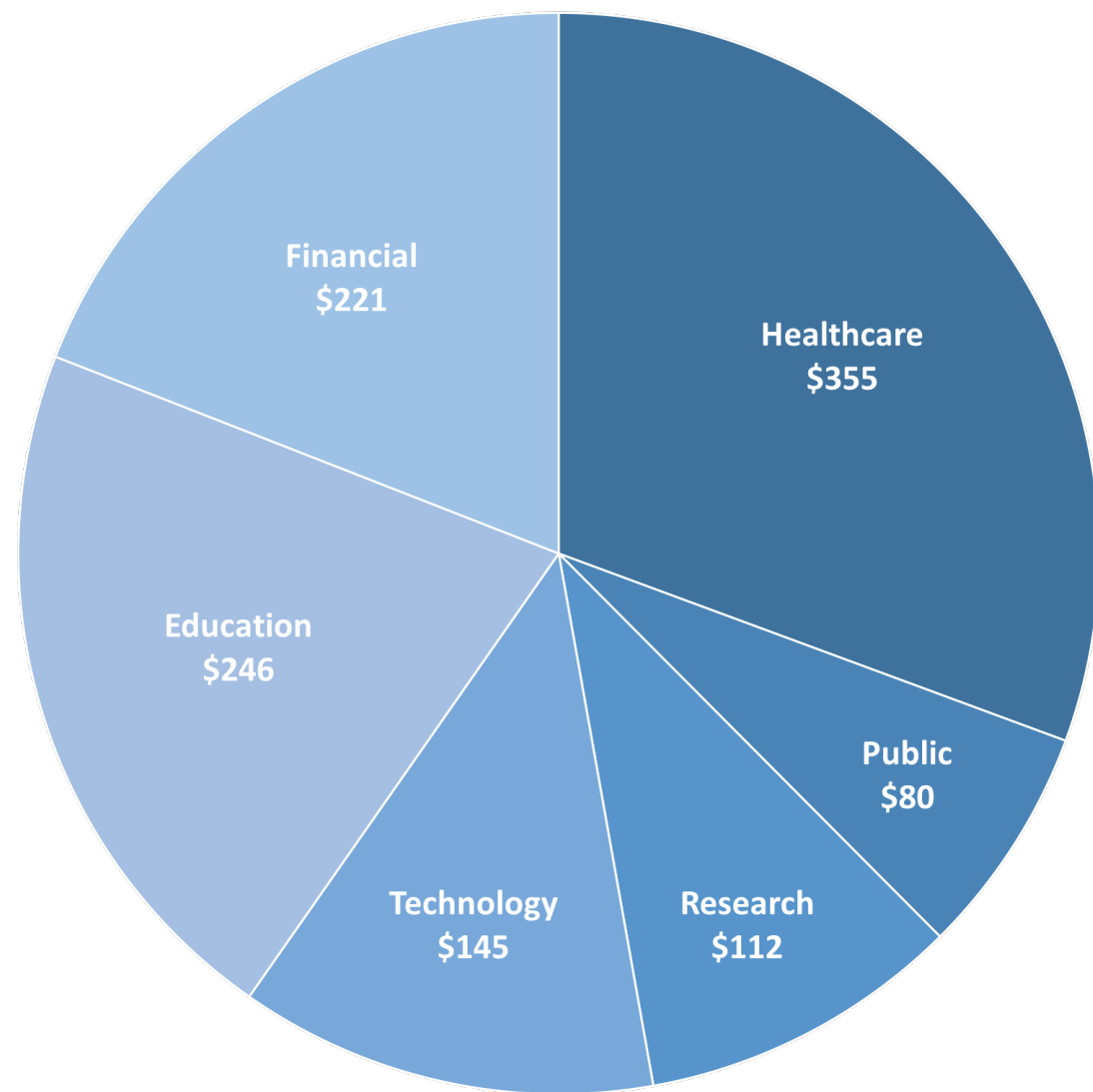


Phish Somewhere Else!

Phishing Awareness Learning Module

Cost of Cyber Attacks by Industry per Record



Ponemon Institute, (2016). 2016 Cost of Data Breach Study: Global Study. Retrieved from <https://www-01.ibm.com/common/ssi/cgi-bin/ssialias?htmlfid=SEL03094WWEN>

Problem

- According to McAfee¹, in 2014 the cost of cybercrime was >\$400 billion worldwide
- Healthcare is the most targeted industry because of the high cost of healthcare records
- Humans are the weakest link in the security chain which makes phishing the most popular and effective method



How Can We Improve Phishing Awareness Training?

Process



1 Huskies Gone Phishing

- Warned new UW Medicine employees that they would be phished
- Designed and sent legitimate looking phishing emails
- Conducted survey asking why employees did or did not click on the links

2 User Testing Results

- People click due to emotional reasons (tired, stressed)
- Have trouble determining where a hyperlink will take them
- New employees don't know what legitimate emails look like

3 Building The Module

- Created module with Storyline to explain phishing, its consequences and best practices
- Included topics such as email identification and hyperlink training

Solution

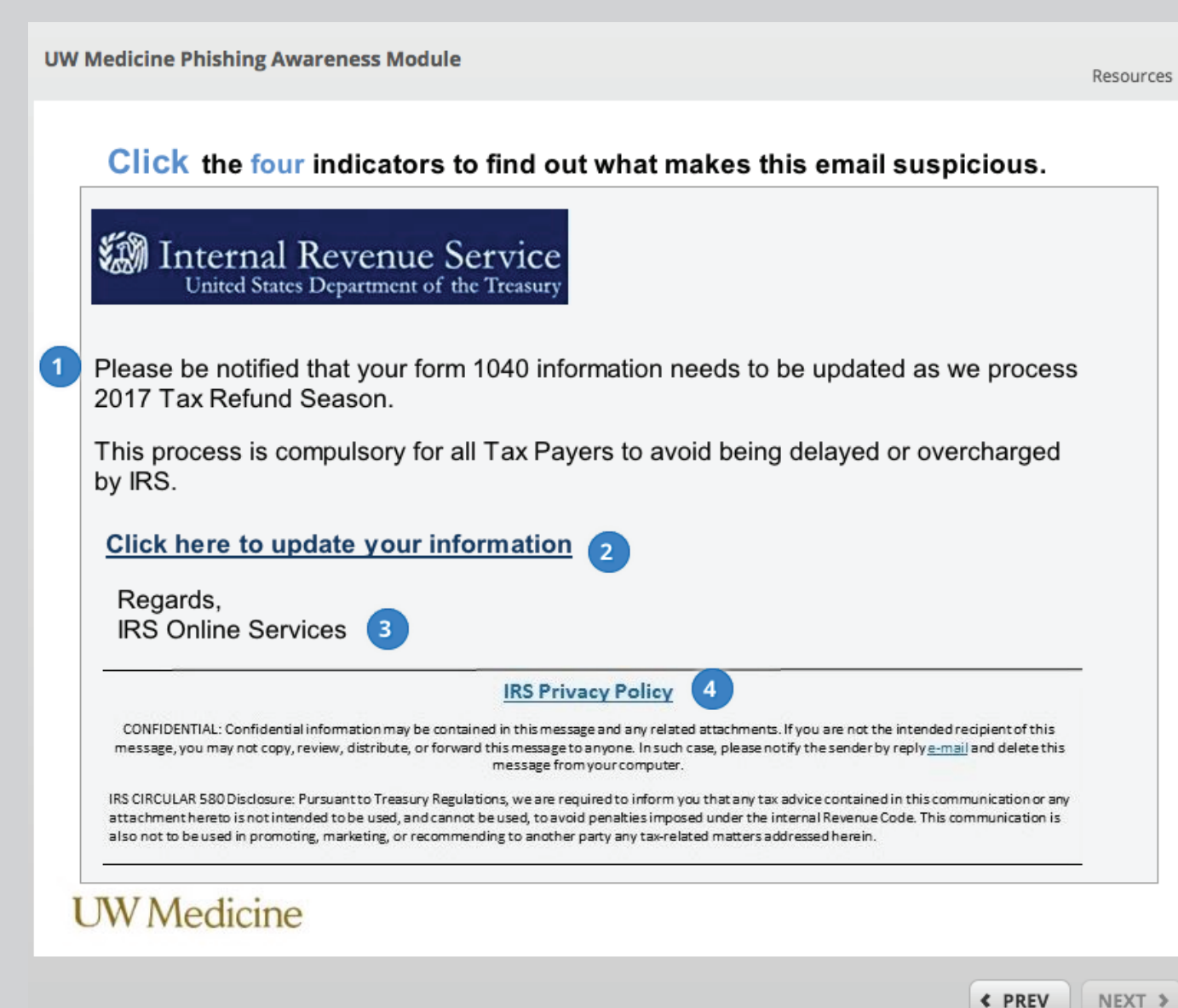


Short, Engaging Learning Module



Explains phishing process to users

Visually stimulating content with less text



Clickable animation to engage users

Highlights key phishing indicators