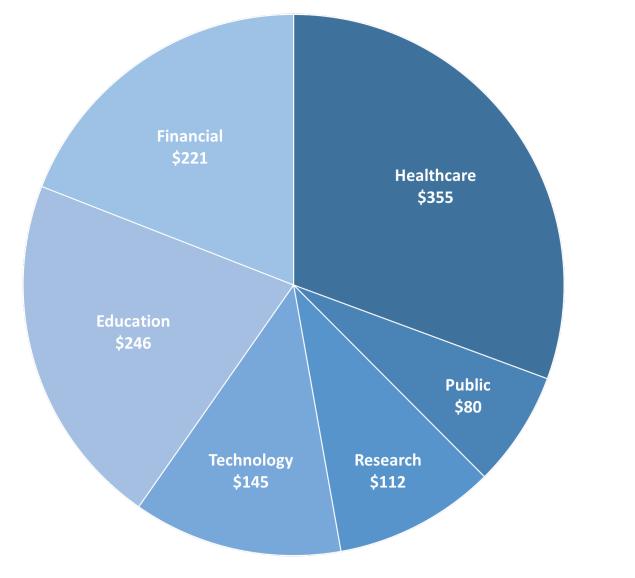
# Phishing Awareness Learning Module

#### Cost of Cyber Attacks by Industry per Record



Problem

- According to McAfee, 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?

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

#### 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

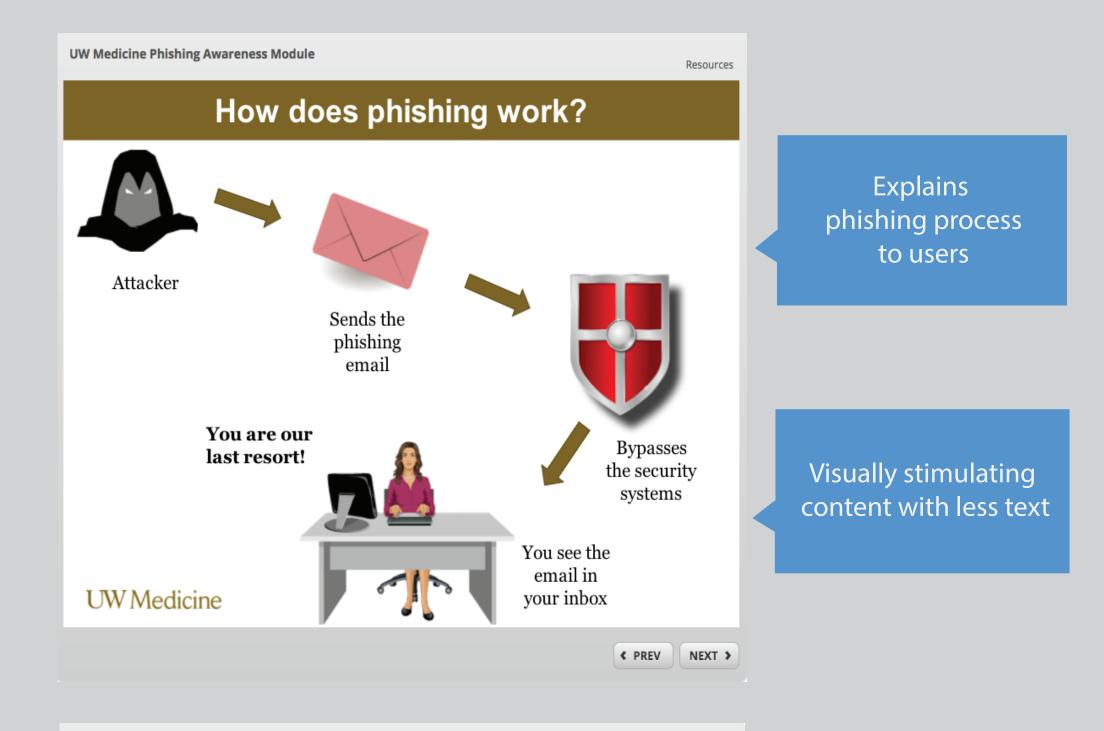


- People click due to emotional reasons (tired, stressed)
- Have trouble determining where a hyperlink will take them

### Solution



#### Short, Engaging Learning Module



 New employees don't know what legitimate emails look like

#### Building The Module

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 Created module with Storyline to explain phishing, its consequences and best practices

 Included topics such as email identification and hyperlink training

M Internal Revenue Service		
United States Department of the Treasury		Clickable animatic to engage users
Please be notified that your form 1040 information needs to be updated as we pr 2017 Tax Refund Season.	ocess	
This process is compulsory for all Tax Payers to avoid being delayed or overchaby IRS.	rged	
Click here to update your information 2		
Regards, IRS Online Services 3		
IRS Privacy Policy		
		Highlights key phishing indicators
CONFIDENTIAL: Confidential information may be contained in this message and any related attachments. If you are not the intended recipient message, you may not copy, review, distribute, or forward this message to anyone. In such case, please notify the sender by reply <u>e-mail</u> and de message from your computer.	elete this	nnisning indicator

## UNIVERSITY of WASHINGTON

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