

Case Study:

Competitive pricing.
Comprehensive features.
Security awareness that
healthcare trusts.



The Client

Creative Tech (formerly Creative Technology Solutions)

Creative Tech is a specialized MSP with a laser focus on the healthcare sector, primarily serving long-term care facilities, including Skilled Nursing Facilities and Assisted Living Facilities. Supporting over 10,000 active Microsoft 365 users and thousands of RDS users, they deliver tailored solutions designed specifically for healthcare staff.

With a deep understanding of healthcare job roles, industry jargon, and operational practices, Creative Tech doesn't just provide IT services – they deliver solutions that make healthcare workers' lives easier and their teams more productive.

As the company's HIPAA Compliance Officer Max Krider explains: "Compliance is critical, and cybersecurity plays a major role in all compliance frameworks." Creative Tech supports clients with complex requirements, including HIPAA, SOX, SOCII, NIST, PCI-DSS, and ISO frameworks.

In an industry where healthcare practices are frequent targets for threat actors, Creative Tech required security awareness training that aligned with their commitment to protection.

The Challenge

No security awareness training in a high-risk industry

Before CyberHoot, Creative Tech faced a significant gap in their service offering: they provided no solution for staff security awareness training, instead advising clients to seek solutions independently with minimal MSP support.

This created multiple challenges in the healthcare sector:

- Healthcare facilities remained vulnerable to phishing attacks
- Clients often chose to do nothing rather than invest in training
- Legacy systems and untrained end-users created security risks
- Compliance requirements were harder to meet without documented training
- No cost-effective solution existed for budget-conscious healthcare clients

The healthcare industry's position as a prime target for cybercriminals made this gap particularly concerning. Without proper security awareness training, Creative Tech's clients remained exposed to the very threats their compliance frameworks were designed to prevent.

Creative Tech understands that healthcare organizations must be thoughtful with their budgets, so we focus on delivering solutions that are both effective and cost-conscious.



The Solution

Disruptive pricing meets comprehensive healthcare-focused training

"It was disruptive (priced lower than competitors, offering more options and features). I still feel that way today."

Creative Tech's CEO discovered CyberHoot and immediately recognized its potential. After thorough investigation by Max, the HIPAA Compliance Officer (who had prior experience managing InfoSec training platforms), the decision was clear.

CyberHoot offered exactly what Creative Tech needed:

1

Competitive pricing:

Affordable enough for budget-conscious healthcare clients

2

Comprehensive features:

Extensive video library and advanced capabilities

3

Healthcare relevance:

Training content applicable to healthcare environments

4

Easy management:

Simple setup and ongoing administration

The platform provided Creative Tech with:

- An extensive library of security awareness videos
- Interactive HootPhish positive reinforcement training
- Dark web monitoring capabilities
- Flexible deployment options for healthcare environments
- Compliance-friendly reporting and documentation

Max was particularly impressed by CyberHoot's responsiveness:

"CyberHoot has made a few changes at Creative Tech's request, showing us you are a vendor who listens to MSPs and helps us deliver a product our clients are happy with."

The Results

Reduced incidents, satisfied clients, and growing demand

"Teach folks not to click on 'bad' things, and you are going to get fewer compromised devices and accounts."

While Creative Tech positions CyberHoot as an ancillary service rather than a core offering, the results have been consistently positive:

Operational improvements:

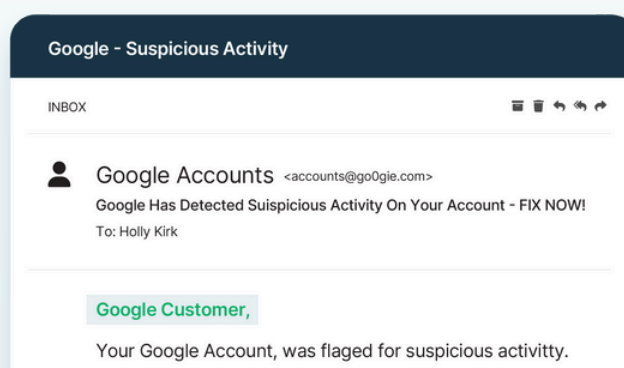
- Reduced phishing and malware incidents
- Lower labor costs from fewer support calls and security incidents
- Enhanced client satisfaction with easy-to-use platform
- One client became entirely self-sufficient, managing the system independently

Client adoption success:

- Clients who implement training report high satisfaction
- Minimal client churn related to the platform
- Strong retention among healthcare facilities using the service

Responsive vendor relationship:

CyberHoot demonstrated flexibility by removing signature requirements that were confusing healthcare staff, showing a genuine partnership in serving the healthcare sector.



This is a suspicious SENDER and you knew it!

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The Future

Positioned for healthcare sector growth

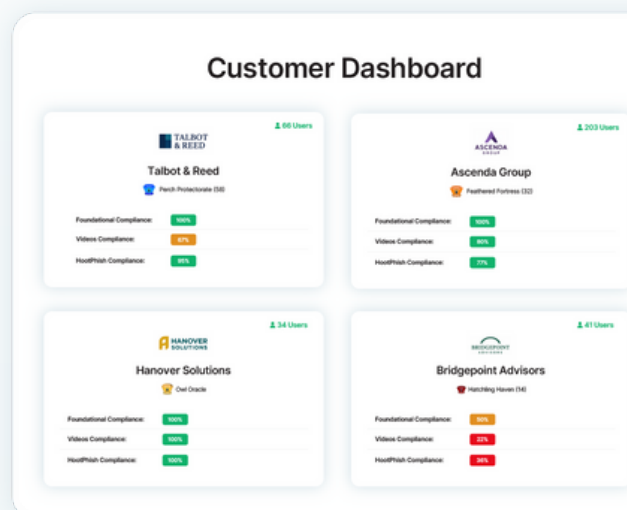
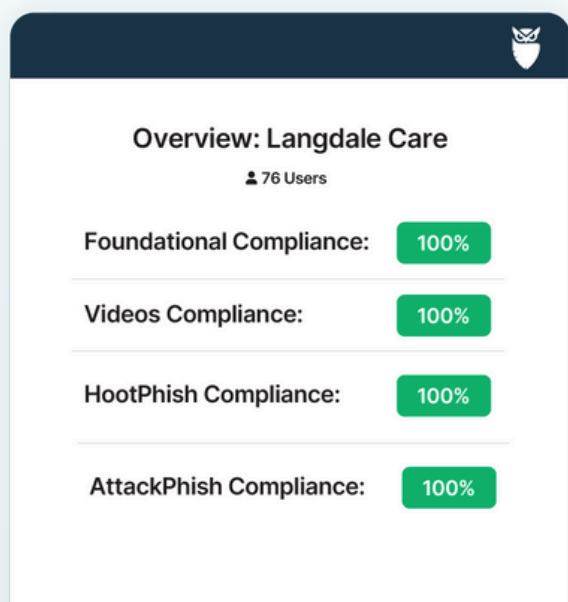
"As attacks in the healthcare space climb, so does attention and the desire to get such an insurance policy. We expect to see growth in our client pool using this tool."

Creative Tech sees significant opportunity ahead, driven by:

- Pending HIPAA regulation changes requiring enhanced cybersecurity measures
- Increasing cyber insurance policy requirements
- Growing awareness of healthcare sector vulnerability
- Rising frequency of healthcare-targeted attacks

The MSP's advice to other healthcare-focused MSPs considering CyberHoot is straightforward:

"It is easy to setup, use, and manage. It's priced competitively and it offers some features other platforms do not."



For Creative Tech, CyberHoot fills a crucial gap in their healthcare-focused service stack:

"When it is requested, its great to have a tool we can recommend, that we know works well and are familiar with. It gets the job done."

Summary

Challenge


- *No security awareness training offering for healthcare clients*
- *Frequent phishing incidents across client base*
- *Budget-conscious healthcare facilities reluctant to invest in training*
- *Complex compliance requirements (HIPAA, SOX, SOCII, NIST, PCI-DSS)*
- *Need for cost-effective solution in high-risk industry*

Solution

- *Competitively priced security awareness platform*
- *Comprehensive video library with regular updates*
- *Interactive HootPhish positive reinforcement training*
- *Dark web monitoring and compliance reporting*
- *Responsive vendor support for healthcare-specific needs*

Results

- *Reduced phishing and malware incidents*
- *Lower support labor costs and fewer security calls*
- *High client satisfaction with easy-to-use platform*
- *One client achieved complete self-management*
- *Strong retention among implementing healthcare facilities*



"Using CyberHoot was one of the best decisions we made regarding SAT. Fully automated, training is interesting, staff participation is high compared to other vendors."

Max Krider
HIPAA Compliance Officer



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