

Email #1

Subject: Hoping to help

Hi \_\_\_\_\_,

Did you catch the [Wall Street Journal](#) article about the ruthless hackers behind ransomware attacks on U.S. hospitals? If you didn't, here's a brief rundown: Since 2018, the hacking group known as Ryuk has hit at least 235 healthcare facilities and raked in more than \$100 million. Hospitals are especially lucrative targets because many have lax cybersecurity controls, and the business of life and death is highly vulnerable to extortion.

With the recent surge in healthcare ransomware attacks, we are reaching out to healthcare workers to offer our support and empower you with the tools to protect your organization from malicious actors like Ryuk.

Check out this free report: [The Future of Cybersecurity in Healthcare](#)

In it, you'll learn about:

1. The state of the cybersecurity industry
2. 10 predictions for cybersecurity in the 2020s
3. 8 precautions every healthcare institution should implement

Please reach out if you need anything!

Best,  
Alex

Email #2 (Using our updated ransomware blog)

Subject: 6 Steps to Protect Your Organization from Ransomware

Hi again \_\_\_\_\_,

Ransomware is on the rise. Okay, I know that's not news to you, but in a recent [memo](#), even the White House has urged organizations to take proactive steps to protect themselves against harmful ransomware. We compiled a list of our very best recommendations based on our 15+ years of experience protecting healthcare organizations just like yours: [Ransomware Attacks: Don't Think It Can Happen to You?](#)

I hope this helps. Please reach out if you need anything!

Thanks,  
Alex

Email #3:

Subject: STAT: 79% of breaches affected people just like you

Hi \_\_\_\_\_,

A recent [report](#) found that healthcare was by far the most targeted sector for data breaches in 2020, accounting for 79% of all reported breaches. I know detection and response is top of mind for healthcare leaders like you, seeking to protect your organization from increasingly aggressive ransomware attacks. Cybersecurity can be a confusing space, and it can be difficult to know where to start. We'll catch you up on everything you need to know about threat detection and response in our whitepaper here: [The Evolution of Threat Detection and Response](#)

Let me know if you have any questions!

Thanks,  
Alex

Email #4:

Subject: 3 Reasons Your Operational Workflows Are Suffering

Hi \_\_\_\_\_,

I wanted to send another piece of content your way that I thought might be helpful. It's no secret that operational workflows are a pain point for many healthcare organizations. With \$7.13 million being the [average healthcare breach cost](#) in 2020, the stakes are high. We've put together a list of the [3 reasons your operational workflows are suffering](#) and what you can do to develop an effective cyber operations program. Again, I want to offer my support and empower you with the tools to protect your organization, so please reach out if you have any questions.

Best,  
Alex

Email #5:

Subject: I'm here for you!

Hi \_\_\_\_\_,

I hope you've enjoyed the content I've sent your way and that it's been helpful. I wanted to send one final email to let you know that I'm available as a resource to you if you have any

questions about all things cybersecurity. Please don't hesitate to reach out if you need anything. You can schedule a call [here](#).

If you want to dig a little deeper into CyberMaxx, check out our [website](#) to learn more about our MDR, Network, SIEM, and endpoint solutions. With 15+ years of experience in healthcare, over 125 customers, and a 99% retention rate, we seek to understand your unique needs and want to give you the peace of mind that we've been able to give healthcare leaders across the nation, just like you.

All the best,  
Alex