Managed Assurance - Maturing a GRC Program
Case Study

Industry-Insurance & Risk Management

Midwest, United States

For over 15 years, this organization has changed the way that seniors (those 65 years old and older) shop for insurance through an internally developed comparison shopping technology.

Key figures:
- Over $500M in annual revenue
- Over 1,000 employees
- Sell major health plans to customers nationwide

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The Challenge

When the client first approached Asureti, they faced a **critical business challenge:** major insurance carriers were requiring HITRUST certification as part of their contractual obligations. Without this certification, the client could lose their ability to market certain carriers' products—essentially putting their entire business model at risk.

Compliance & Certification

Achieving and maintaining HITRUST Certification to meet contractual and regulatory requirements, including HIPAA compliance and third-party risk management.

Process & Controls

Implementing policies, procedures, and security controls to enhance data protection, risk management, and audit readiness while achieving long-term compliance.

Needs-Driven Customization

Navigating organizational changes, training, and maintaining compliance processes despite leadership transitions to provide knowledge retention and sustained progress.

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Our Approach

We began with a comprehensive **compliance assessment** to evaluate the client's security posture and HITRUST readiness, then recommended and facilitated implementation of targeted improvements to close gaps and strengthen controls.

Following the baseline assessment, services transitioned to our **Managed Assurance model (Compliance-as-a-Service)**, where Asureti is acting as the client's GRC team to maintain compliance, support audits, and minimize disruption. This approach fostered long-term security program maturity, leadership continuity, and a scalable compliance program aligned with the company's growth plans.

This engagement unfolded over **three major phases**, each of which is outlined in the following slides.

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Our Approach - Step 1

1 **Assess & Identify with Gap Analysis & Assessment -** Conducted a full compliance assessment to map data flows, evaluate controls, and pinpoint security and compliance gaps.

- **Mapped full data lifecycle:** intake, storage, processing, and sharing
- Evaluated technical environment **(AWS cloud)** and third-party operations and partners
- Scoped HITRUST requirements **(resulting in over 300 unique requirements)**
- Assessed **current maturity** through technical/process walkthroughs and evidence collection
- Enhanced **training & education** and promoted a **culture** including security and compliance accountability and engagement

Mapping
Mapped full data lifecycle, including intake, storage, processing, and sharing

Evaluation
Evaluated technical environment (AWS Cloud) and third-party activities

Scoping
Scoped HITRUST requirements (over 300 unique requirements)

Assessment
Assessed current maturity through technical/process walkthroughs and evidence collection

Education
Introduced education and promoted a culture shift around security and compliance ownership

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Our Approach - Step 2

2 **Remediation & Control Enhancements**

- **Developed policies and procedures** required for HITRUST alignment
- **Implemented technical controls and tools,** including training, with key internal stakeholders
- Created **improved process workflows**, including a third-party risk managed review process & software analysis protocols
- Supported the formal **HITRUST readiness assessment** with external auditors

The Remediation Puzzle

Policy & Procedure Development

Improved Process Workflows

Implementation & Education

HITRUST Audit Support

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Our Approach - Step 3

3 **Sustain & Mature leveraging Asureti's Managed Assurance model**
- **Implemented** a **GRC platform** and to maintain controls, evidence, third parties, findings management, and program activities
- Conduct **annual HIPAA risk assessments** and **continuous third-party reviews**
- Provid **ongoing support** for evolving HITRUST requirements, including regular internal checks and assessments
- Deliver periodic **disaster recovery tabletop testing** and **long-term compliance continuity**

Transitioning to Managed Assurance

New platform & defined process

Annual HIPAA risk assessments & third-party due diligence

Ongoing HITRUST support

Long-term compliance management
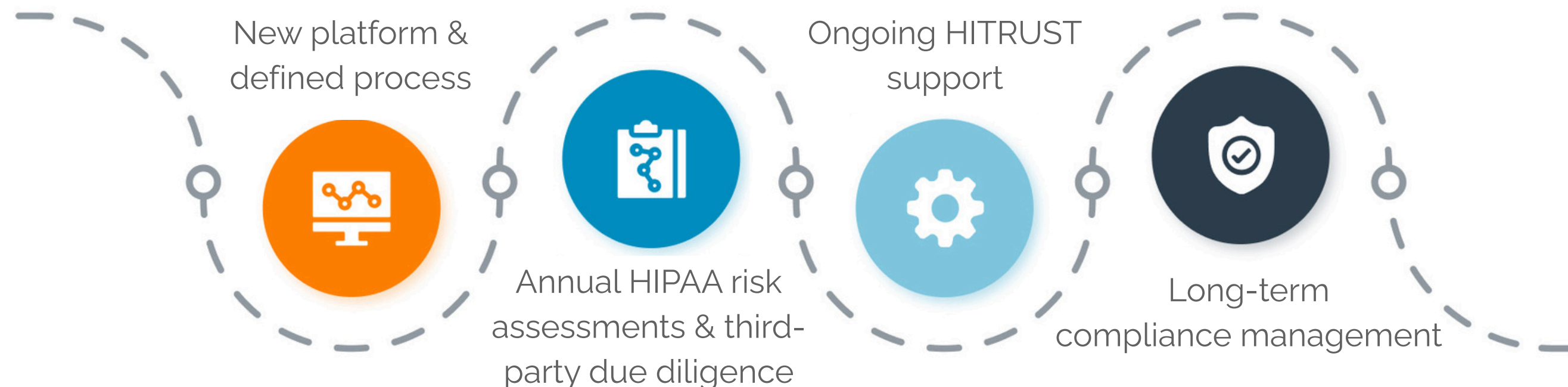
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Project Recap

In our client's words: "Asureti empowered us to gain our HITRUST certification in just eight months. Through their tailored Managed Assurance program, we were able to put our HITRUST, HIPAA and annual testing requirements pretty much on auto-pilot. They helped us to an in-depth discovery and tailored their approach to our needs."

We guided our client from their first **HITRUST certification** to a **fully integrated GRC program,** critical for maintaining key partnerships and **revenue growth**.

Our **Managed Assurance model** eliminated the stress and disruption of annual audit cycles, **improving operational efficiency** and focus and **supporting smarter decision-making** through structured, strategic compliance practices.

Resource Allocation

Priorities

Compliance Maturity Flywheel

GRC Readiness

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Similar Challenge?

Book a discovery call

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