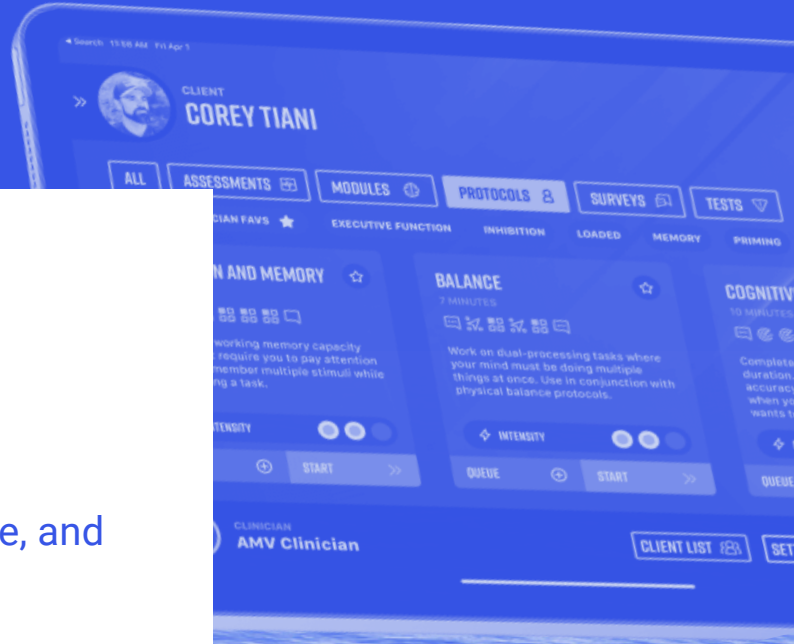




From Athletics to Healthcare

How Academy Medtech Ventures Navigates Cybersecurity, Compliance, and Sustainable Growth in Digital Health



The Problem

When an industry disruptor like Academy Medtech Ventures (AMV) enters the market, growth can be fast and furious, but scaling processes quickly and creating sustainable growth isn't easy. From getting the messaging right for the market to making sure solutions fit seamlessly into clinical workflows to proving to the healthcare industry that patient information and care delivery systems are safe from cyber threats and breaches—it's a complex journey that requires careful navigation.

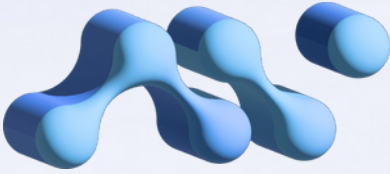
JJ Mosolf, president and co-founder of Academy Medtech Ventures (AMV), is all too familiar with these complexities. AMV is a leading innovator in neurocognitive training and the developer of the Operating System of Cognition. AMV's platform is used by physical and occupational therapists and other clinicians to help patients heal from injuries like strokes and spinal cord injuries.

AMV's entry into healthcare hasn't been without challenges. AMV is an outgrowth of Sports Academy Ventures Lab, an incubator for identifying and accelerating the growth of innovative human performance products and companies. AMV is their first company to step foot in the highly regulated clinical space, a favorite target for cyberattackers.

"Entering the B2B healthcare space poses a new set of considerations from a compliance and cybersecurity perspective. We decided to challenge everything that was currently in place to make sure that we're setting up for long-term success and scale. And it was a lot; you don't know what you don't know until it's right in front of your face," Mosolf said.

A young company in fast-growth mode, AMV was working with a number of healthcare advisors but says cybersecurity and compliance were initially "a bit cloudy." Leading the charge to stand up cybersecurity practices in the organization, Mosolf found himself balancing the need to understand and leverage best practices without crushing the innovative spirit that drives AMV's success.

AMV reached an inflection point with the opportunity to work with a large health system. Mosolf says, "They handed us a couple hundred question security questionnaire that looked mostly foreign to us and gave us 30 days to complete it. We had never had to consider those questions at that level."



Academy Medtech Ventures is a leading digital health company specializing in neurocognitive training. Renowned for their development of the Operating System of Cognition (“Cog PT”), AMV is at the forefront of creating and implementing patient-centric digital platforms to tackle some of the most complex problems in healthcare. With a commitment to relentless innovation and a clinically compliant infrastructure, AMV is poised to reshape the sector by delivering solutions informed by clinicians and geared toward patient outcomes.

About Clearwater

Clearwater helps organizations across the healthcare ecosystem move to a more secure, compliant, and resilient state so they can achieve their mission. The company provides a deep pool of experts across a broad range of cybersecurity, privacy, and compliance domains, purpose-built software that enables efficient identification and management of cybersecurity and compliance risks, and a tech-enabled, 24x7x365 Security Operations Center with managed threat detection and response capabilities.

Learn More

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The Solution

Many fast-growth digital health companies don’t have the time or budget to build an in-house cybersecurity and compliance team. For AMV, Clearwater’s [ClearAdvantage® managed service program](#) offered a faster and more cost-effective path to cyber resilience, security, and compliance. A full-service program, ClearAdvantage equips companies with program leadership like a virtual chief information security officer (vCISO), on-demand access to cybersecurity experts, best practices built on established frameworks like the NIST CSF, and access to analytics, dashboards, benchmarking, and reporting available in Clearwater’s proprietary software platform, [IRM|Pro®](#).

Mosolf says Clearwater’s robust [risk analysis](#) and [technical testing](#) have been key to building a successful program and are consistently required by its partner organizations. He says, “Cybersecurity posed this kind of black box of challenges that once demystified became something that was really neat to get to learn more of. Now, the protection of data permeates every level of our business.”

Results

Since building its cybersecurity program with Clearwater’s help, AMV has refined its software development lifecycle, which now includes manual and automated testing to drive new and better considerations from a data perspective. They’re leveraging this refined cycle to drive innovation and scale solutions that won’t put their customers at increased risk of cyberattacks.

Further, AMV’s robust cybersecurity posture is critical to earning the trust of the healthcare providers they partner with and speeds the process of business associate agreements and security questionnaires that are a standard component of serving healthcare covered entities.

Asked about lessons learned and words of advice for other digital health leaders, Mosolf says, “If you know what constitutes a successful program, you can work backward to find the gaps and fill them.” He explains that knowing they want to work with large health systems requires different program components than scaling with other digital health companies.

What AMV Says

“I can’t say enough of the collaborative relationship we have with Clearwater. I looked at some other options when choosing a partner but stopped those conversations quickly when they felt too transactional. With Clearwater, we get white-glove service from top to bottom. We really have a true partnership.”

JJ Mosolf, President