

# THE RISE OF PHISHING in Healthcare

Why healthcare providers in the DACH region are increasingly targeted by cybercriminals



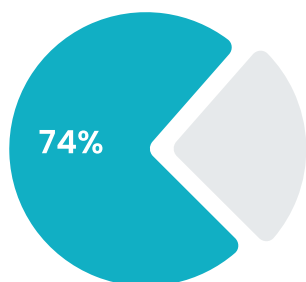
**LUCY**  
AWARENESS



## Human Error

**74%**

of data breaches involve the human element, including errors or misuse



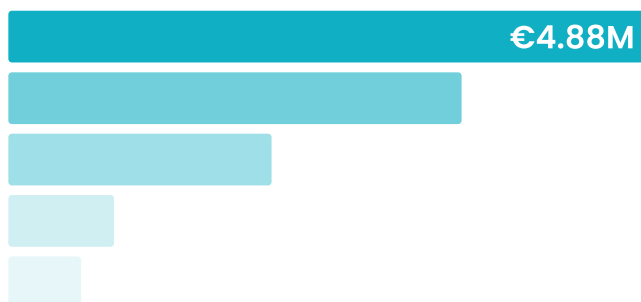
Source:

Verizon Data Breach Investigations Report, 2024

## Financial Impact

**€4.88M**

Average cost of a data breach in Europe.



Source: IBM Cost of a Data Breach Report, 2024

## Common Phishing Tactics in Healthcare

Attackers exploit urgency and time pressure—sending fake invoices, impersonating HR, or mimicking system login pages—all designed to trick busy staff into clicking quickly.



Fake invoice



HR impersonation



Fake login pages

## DACH Region Focus

**63%**

of healthcare organizations

experienced phishing attacks in the past 12 months.

Source: Netwrix Research, 2025

