



Date: August 06, 2026

Time: 10:00 AM

Webinar: 10-11 a.m.

In today's digital environment, cybersecurity incidents are not a matter of if, but when. Effectively managing public information and crisis communications during a healthcare cyber event is critical, as data breaches in this sector take an industry-worst 279 days to identify and contain. This prolonged exposure leaves organizations vulnerable to extensive media scrutiny, regulatory penalties, and a severe attrition of patient trust.

With healthcare ranking as the costliest industry for data breaches for 15 consecutive years—averaging \$7.42 million per incident, the highest financial risk often stems from unmitigated brand damage and poorly handled public transparency. Having a tested incident response and communications plan can mitigate these liabilities, saving organizations an average of \$2.66 million.

In this session, Jamie Singer and Rebecca Pitt of FTI Consulting will draw from their extensive experience guiding healthcare organizations through high-stakes data breaches and crises. They will outline key strategies for preparing communication plans before an incident, responding in real time, and rebuilding trust afterward.

Those responsible for cybersecurity, communications, and emergency preparedness within hospitals, including but not limited to public information officers, information technology leaders, emergency preparedness staff, clinical and department educators, quality improvement/risk management staff, hospital operations staff, and hospital administration.

#### *Jamie Singer*

Jamie Singer is a Senior Managing Director at FTI Consulting, co-leading the Cybersecurity & Data Privacy Communications practice. She advises hundreds of organizations, including Fortune 500 companies, on strategic communications and reputation management before, during, and after high-profile cyber incidents. Within the healthcare sector, Jamie is a recognized speaker and expert who has guided major health systems through large data breaches on record. She is highly regarded for strategically navigating clients through complex, high-impact crises while protecting critical enterprise reputation.

#### *Rebecca Ayer Pitt*

Rebecca Ayer Pitt is a Managing Director at FTI Consulting, leading the provider subsector for the Healthcare & Life Sciences

Strategic Communications team. She advises healthcare organizations on mitigating reputational risk, navigating transformative crises, and developing corporate positioning strategies to convey enterprise value. Previously, Rebecca served as Vice President of Corporate Communications for Community Health Systems and held corporate roles at Tenet Healthcare. She is highly regarded for strategically navigating clients through complex, high-impact issues while protecting critical enterprise reputation.

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