

Securing Trust in AI-Driven Healthcare: Notable's HITRUST® Journey

INDUSTRY: **HEALTHCARE TECHNOLOGY**

COMPLIANCE AUDITS: **HITRUST CSF®, HITRUST AI**

THE CLIENT

As Notable is a healthcare technology company that has leveraged artificial intelligence since its earliest days to automate and streamline critical workflows for healthcare providers. As customer expectations around security and AI governance increased, Notable recognized the need to formalize and independently validate its security and AI controls.

THE OPPORTUNITY

As a fast-growing healthcare technology company, Notable faced several challenges when preparing for HITRUST. The team had to balance limited internal resources while maintaining a high bar for security, navigating framework evolution as HITRUST transitioned from version 9.6 to v11, and contending with uncertainty around AI requirements as HITRUST's AI assessment was still new to the market.

THE SOLUTION

Notable teamed with 360 Advanced for its HITRUST and AI assessments, valuing an audit approach that emphasized depth over formality. Rather than focusing solely on evidence collection, the audit team challenged assumptions, asked pointed questions, and pushed for stronger security outcomes. While demanding, the process left Notable with a more mature and defensible security program. The result was an audit experience that felt collaborative, rigorous, and aligned with Notable's long-term strategy.

RESULTS

- Increased customer and prospect requests for updated HITRUST and AI reports
- Stronger positioning during contract renewals and negotiations
- Reduced friction for legal, sales, and partnerships teams

"The audit team at 360 has been fantastic. They go beyond check-the-box compliance. They ask the right questions – and while they're tough during the audit, we're a lot better for it."

VIVIAN LEE
SECURITY ANALYST | NOTABLE

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