

WHAT'S NEXT?

KEY QUESTIONS TO ASK YOUR IN-HOUSE & AGENCY TEAMS

You've learned how guidelines around patient privacy and data collection have changed in the past year and what you can and cannot do when it comes to tracking the patient journey online. But, as a healthcare marketer, where do you go from here to make sure YOUR specific practices are really compliant?

Start by talking to your cross-functional teams – including Legal, IT, and any marketing agencies you work with. Use these questions to help determine your next steps and get back to what you really love – marketing.

HERE'S WHAT TO ASK YOUR...

...MARKETING AGENCY

- How have you adjusted your practices and recommendations for healthcare clients based on the 12/2022 HHS bulletin?
- Please provide a list of any third-party tools or technologies that are being used on our website (think website hosting, video players, UX/heatmapping tools, etc.).
- What third-party tags, trackers, or pixels have been placed on our website, and how?
- Are you currently building any remarketing and/or look-alike audiences on any ad platform for our business?

...LEGAL / COMPLIANCE / PRIVACY TEAMS

- What is our organization's position on the 12/2022 HHS bulletin about HIPAA and recent FTC rulings?
- What state and/or industry-specific laws do our organization's marketing practices need to abide by (CCPA, GINA, etc.)?
- What marketing technology providers do we currently have contracts with? Have any signed BAAs?

...IT / TECHNOLOGY TEAM

- What solutions in our patient-facing technology stack are collecting or exposed to PHI or PII (this INCLUDES IP address)?
- What is our organization's capability and comfort level implementing server-side analytics solutions (i.e., server-side Google Tag Manager)?