



Marketing In A HIPAA World

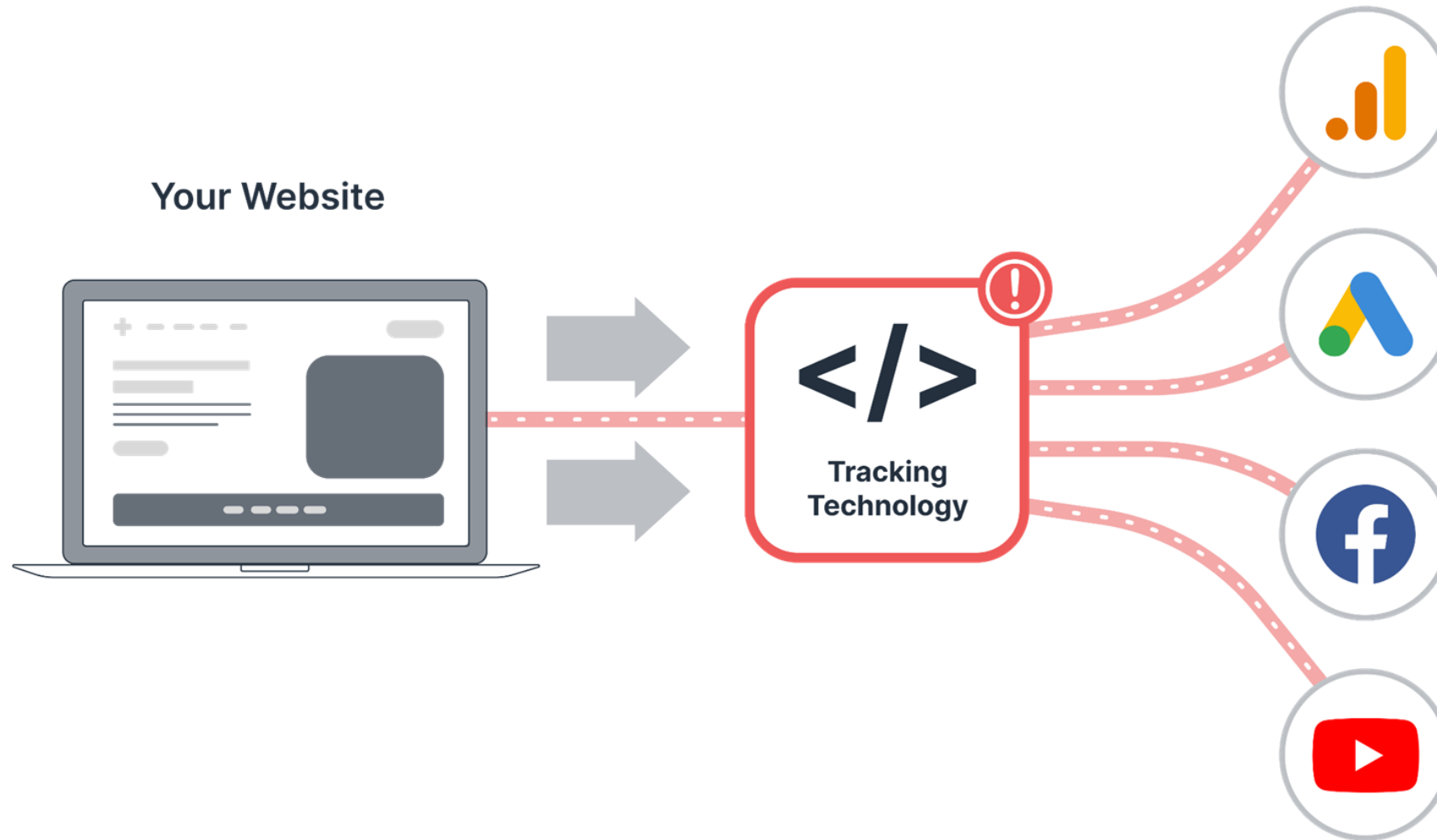
Balancing Promotion of Care with Patient Privacy
Ray Mina, Head of Marketing, Freshpaint



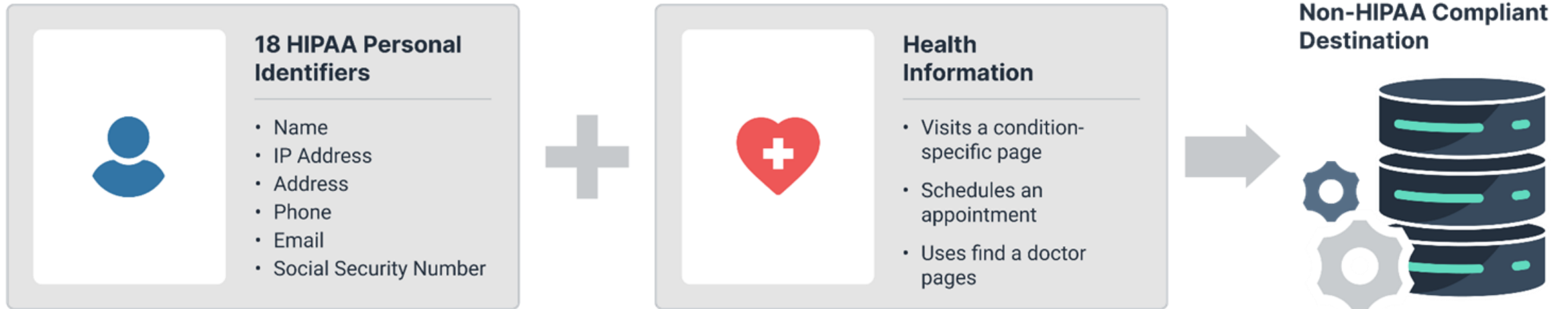
Agenda

1. Why Marketing in Healthcare Suddenly Got Harder
2. How Some Healthcare Organizations Are Adapting
3. A Framework for Moving Forward

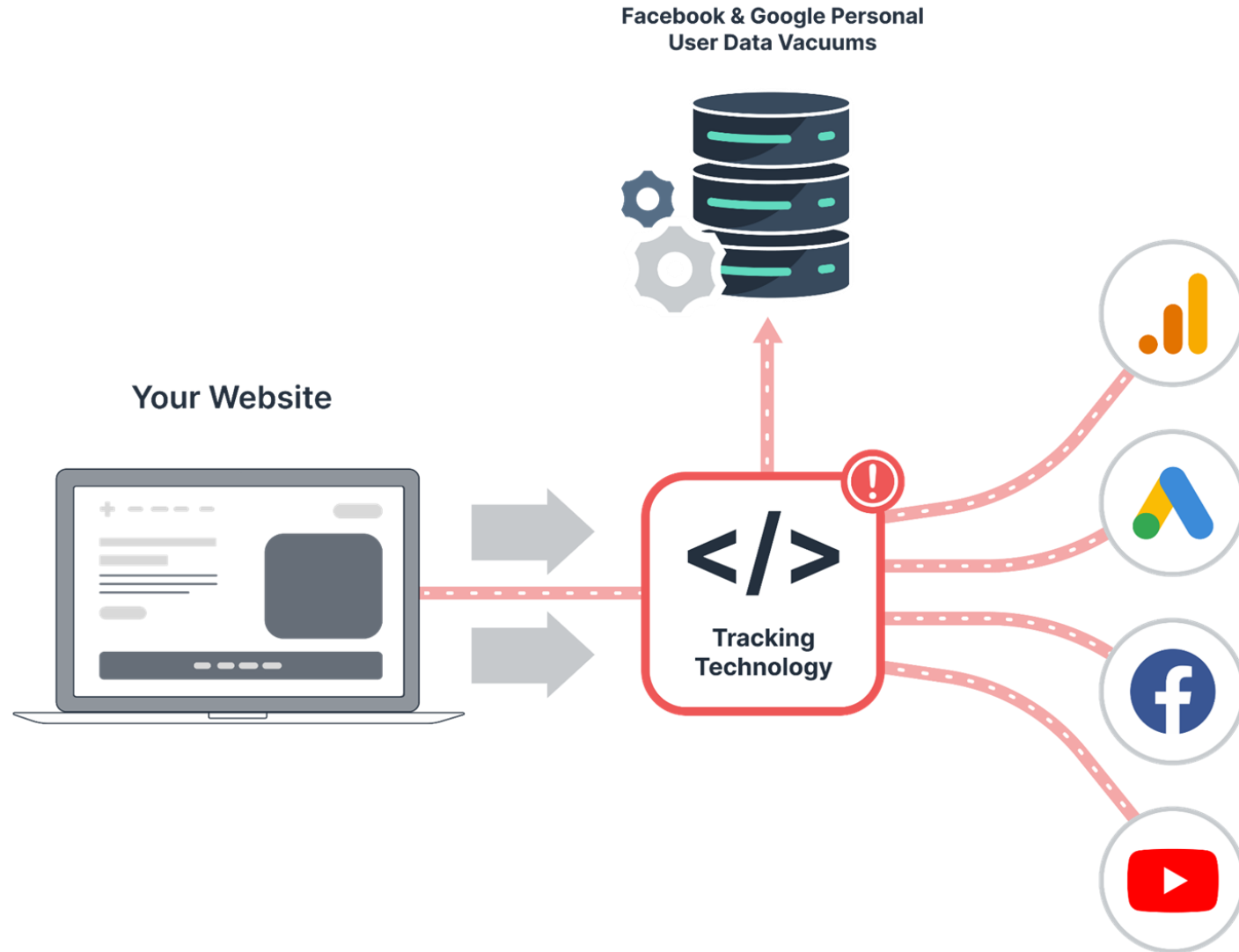
Privacy Makes Healthcare Marketing Harder



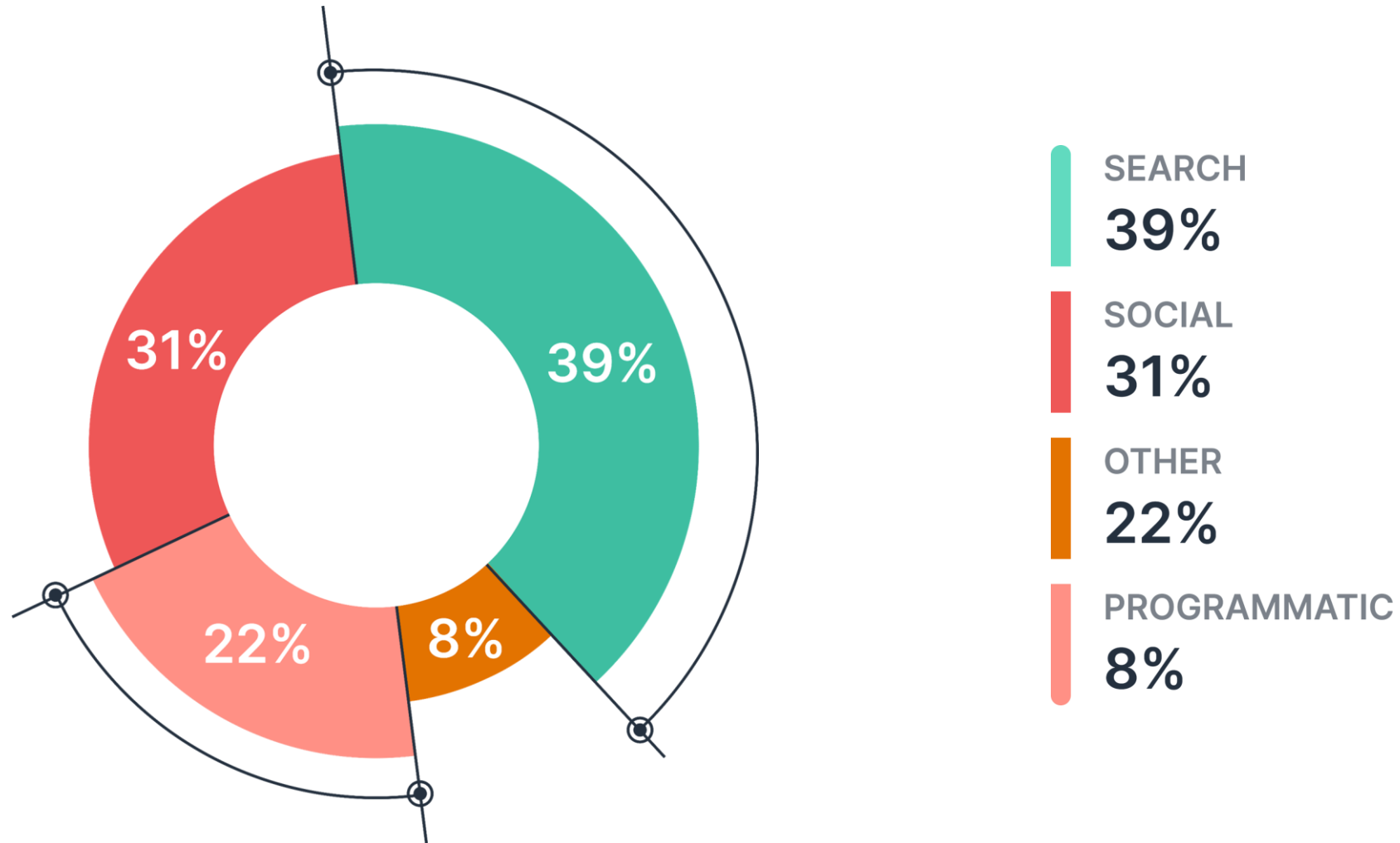
The Recipe For Healthcare Privacy Violations



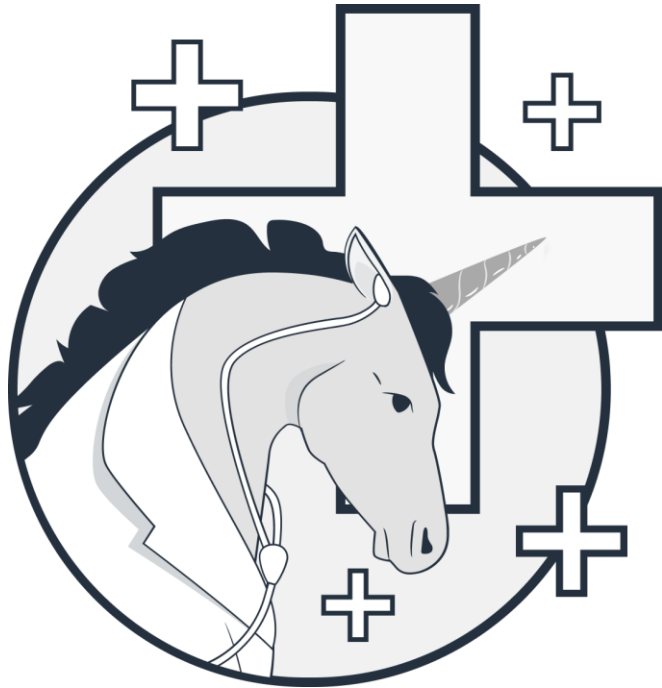
What's The Concern About Tracking Technologies?



Digital Advertising Spend Distribution



Innovative Healthcare Unicorn



▶ Digital Advertising in a Privacy World

Needed a way to continue to reach consumers through digital ad platforms in the context of more stringent regulations

▶ Obsessive About Performance KPIs

Meeting privacy regulations is not enough. Need to maintain efficient cost per lead and customer acquisition costs

▶ Removed Unsafe Tracking and Achieved KPIs

Replaced unsafe tracking technologies with Freshpaint and kept KPIs stable

4,000 Physician Regional Healthcare Provider



▶ Lights Out For Entire Ad Ecosystem

Recent privacy regulations disrupted a culture of data overnight

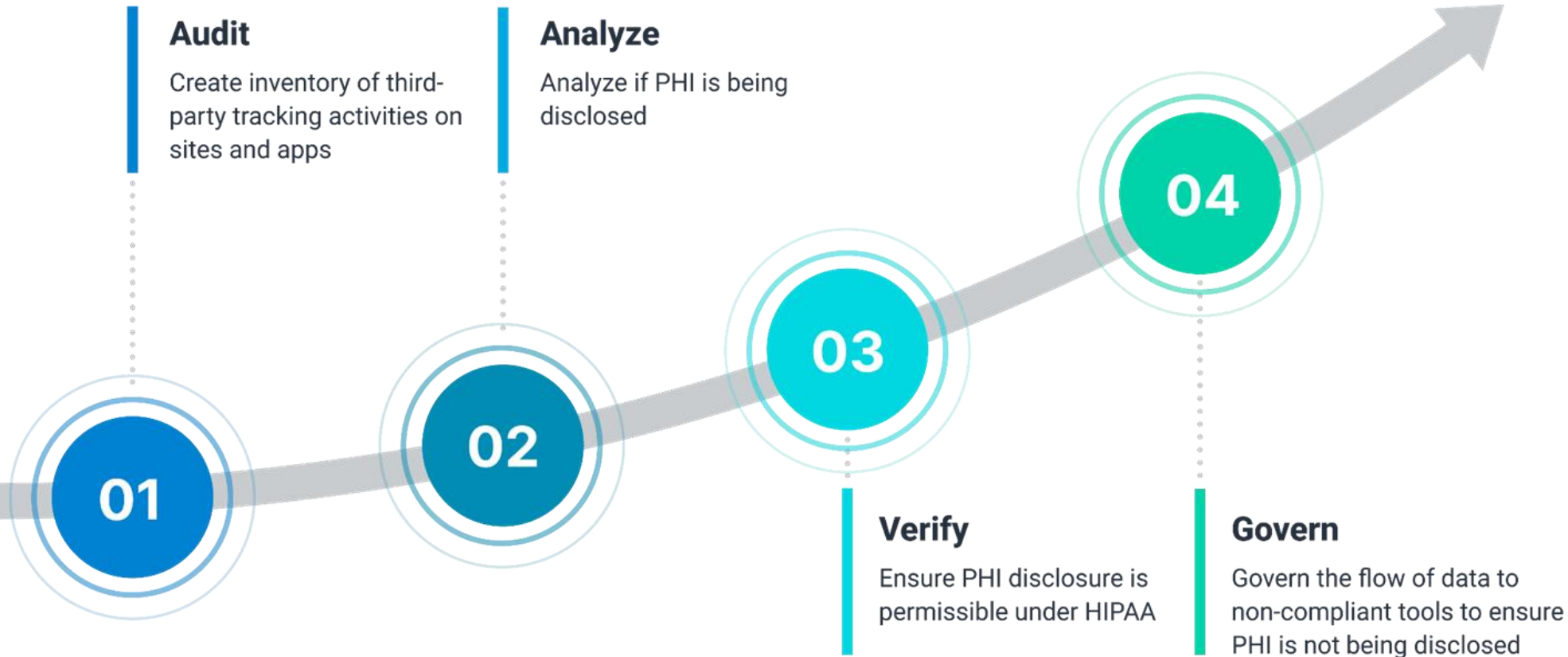
▶ Migrating Off Google Analytics Too Painful

After a year of migrating to GA4, switching to an alternative platform was a horrifying option

▶ Met Privacy Requirements With Current Tools

Met privacy requirements while fully restoring analytics and downstream workflows

A Privacy First Framework



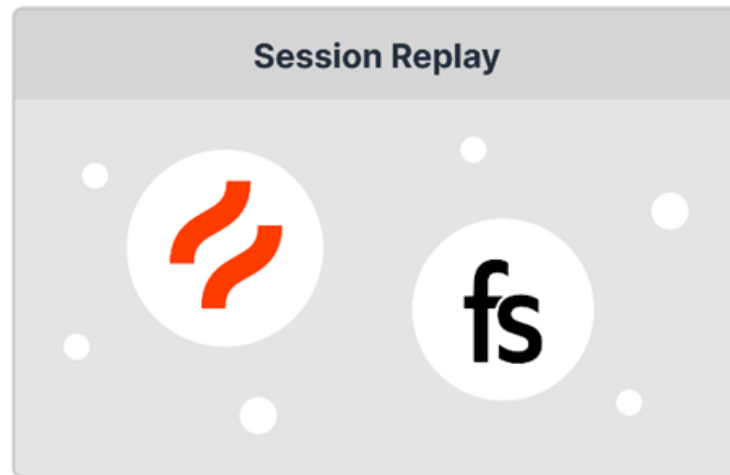
What's A BAA?

Business Associate Agreement

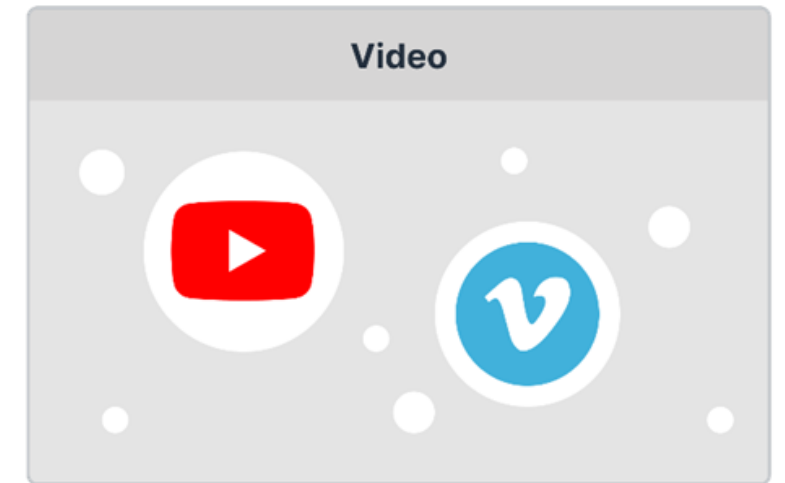
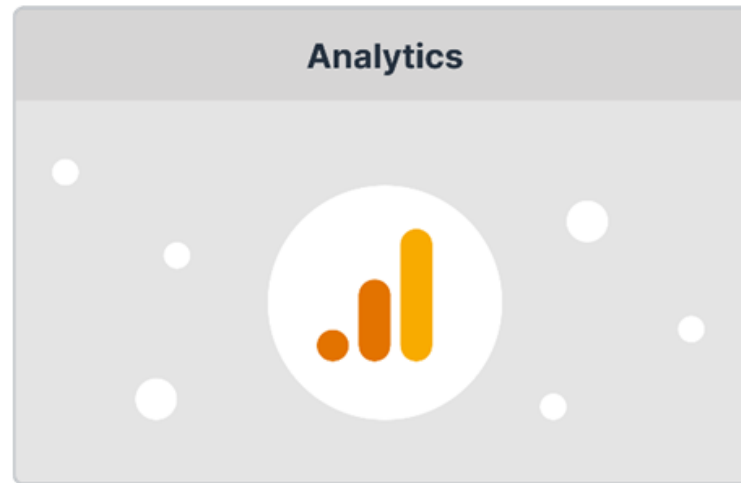
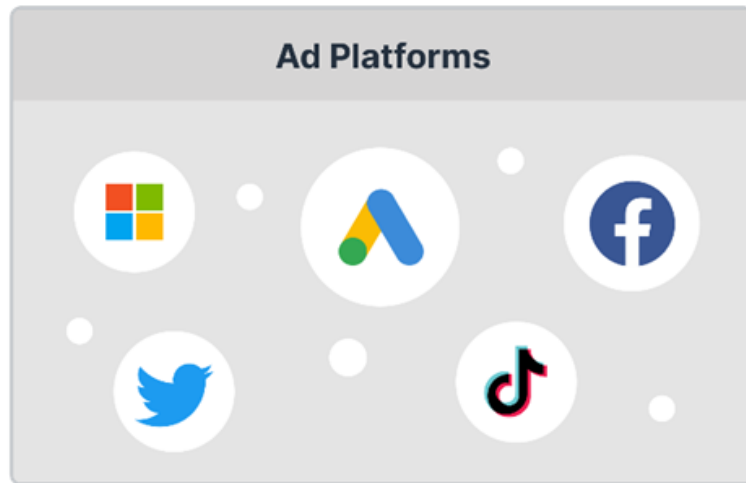
noun

1. A business associate agreement, or BAA for short, creates a legally-binding relationship between HIPAA-covered entities and business associates to ensure complete protection of PHI.

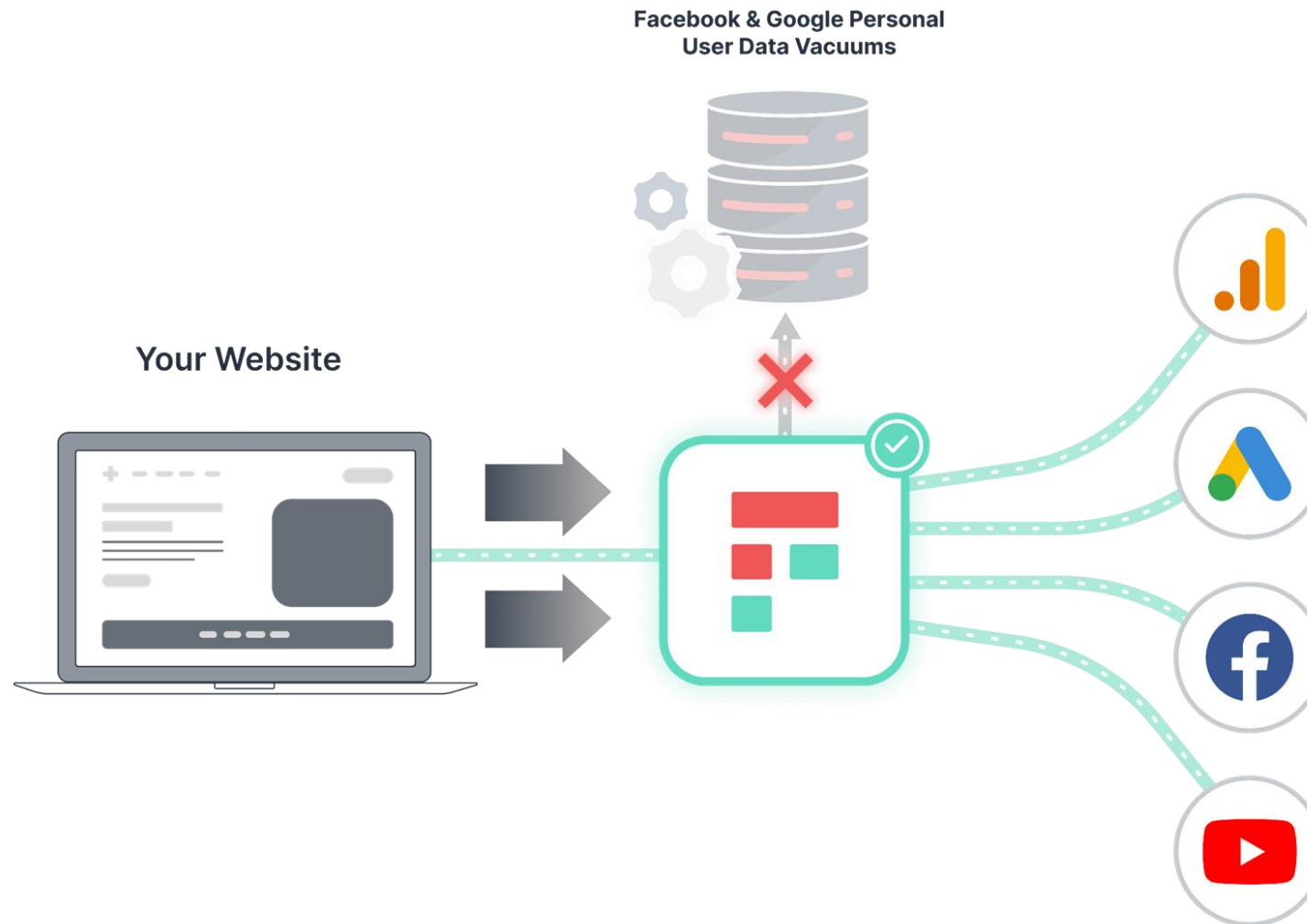
Tools Where You'll Need BAAs



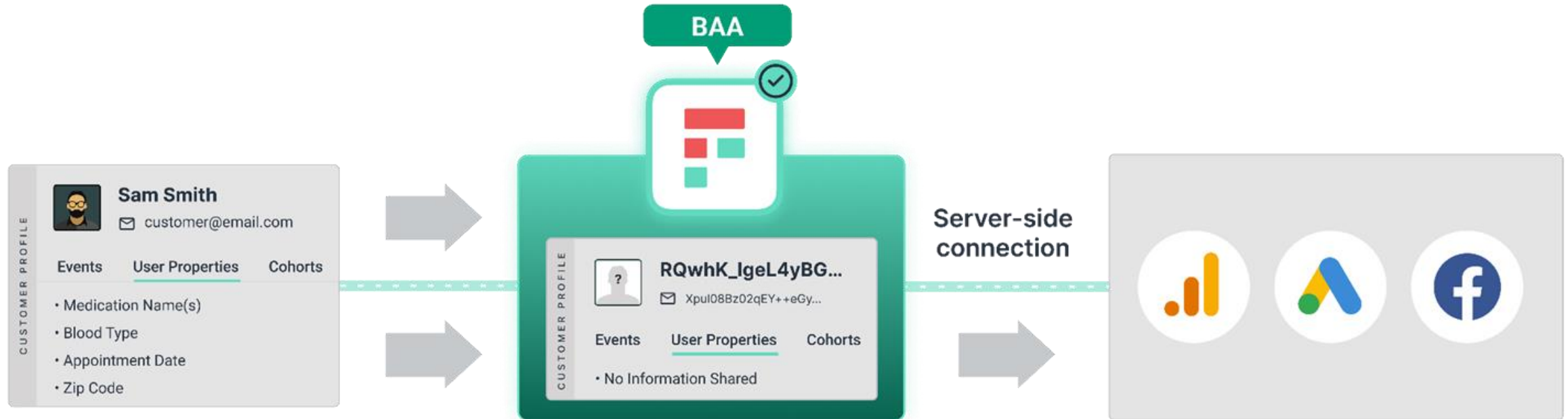
What Tracking Technologies Put You At Risk?



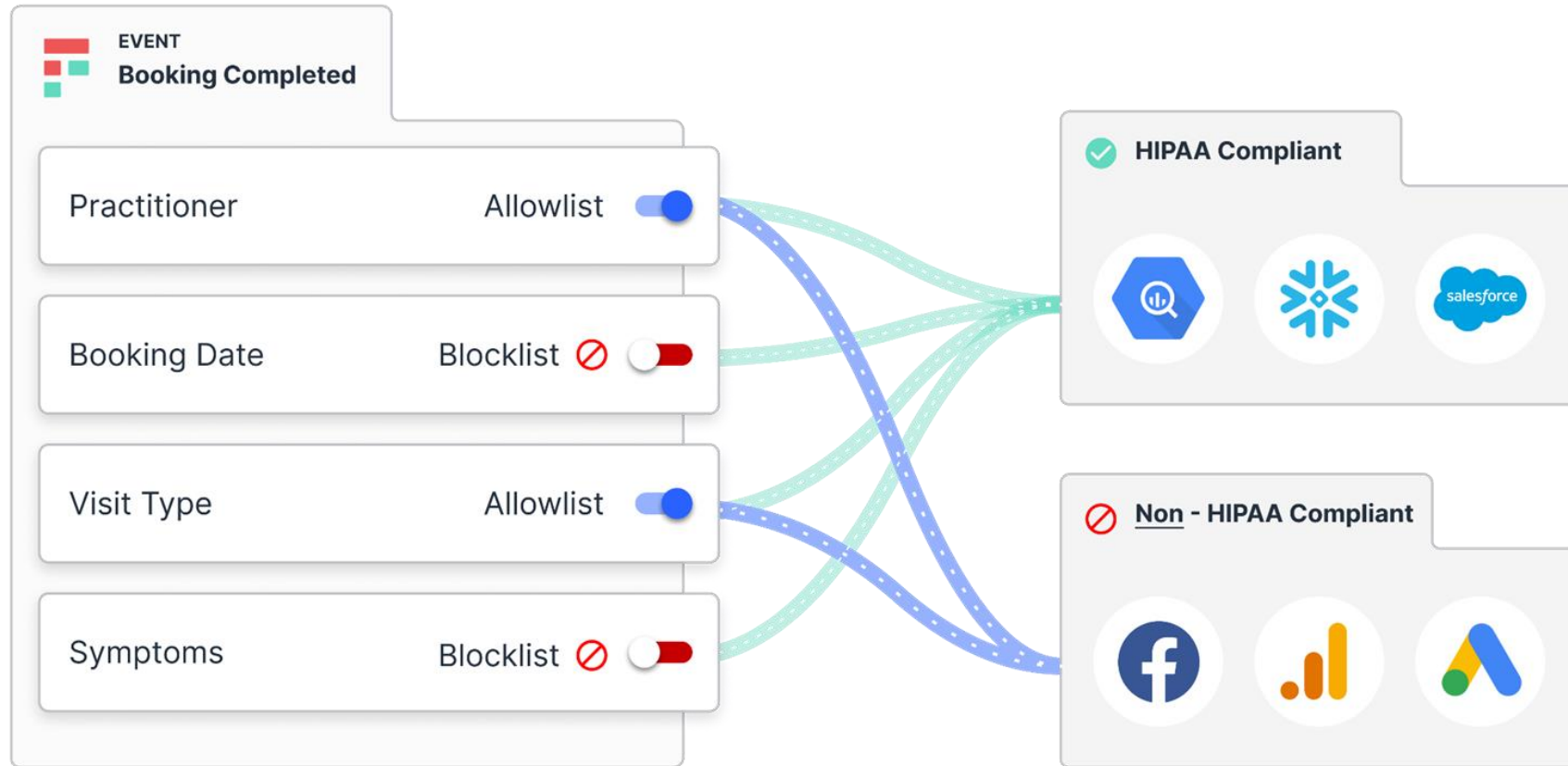
Start By Removing Native Tracking Technologies



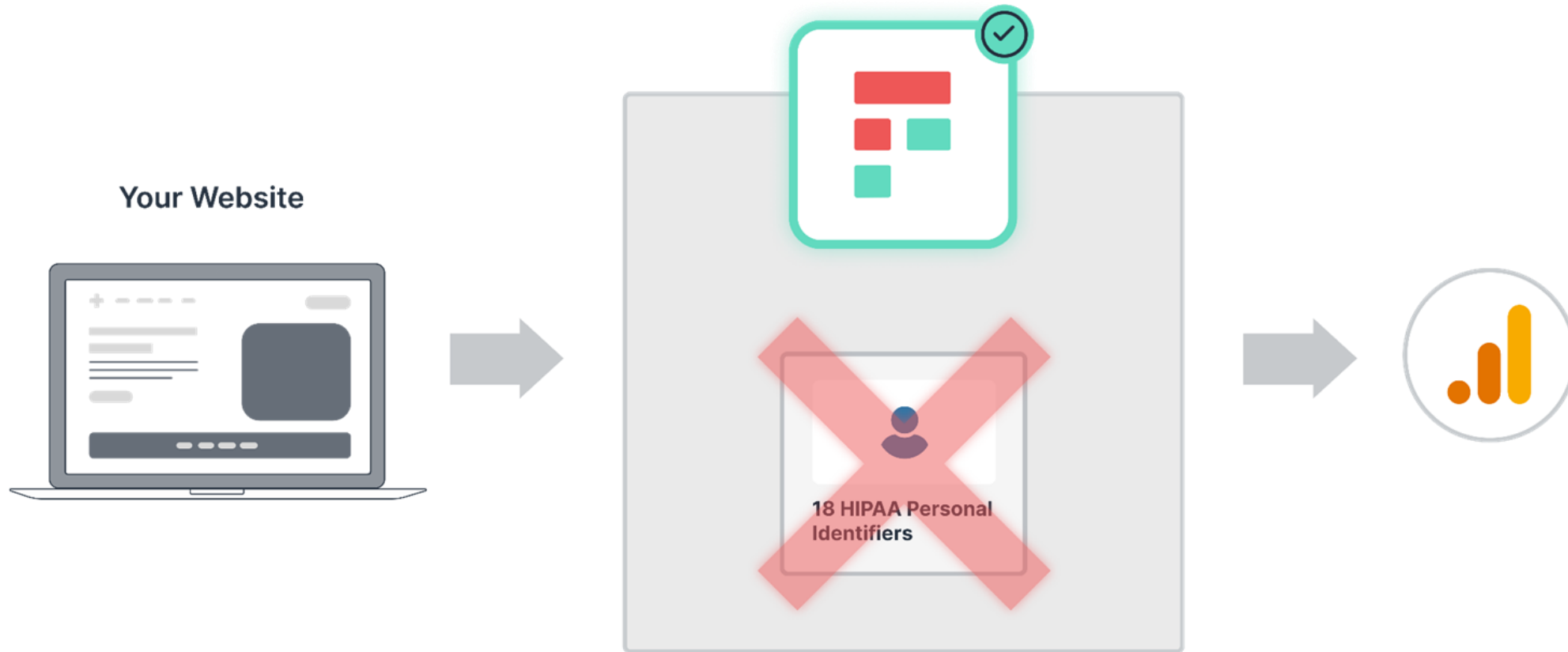
Create A Safe By Default Tech Stack



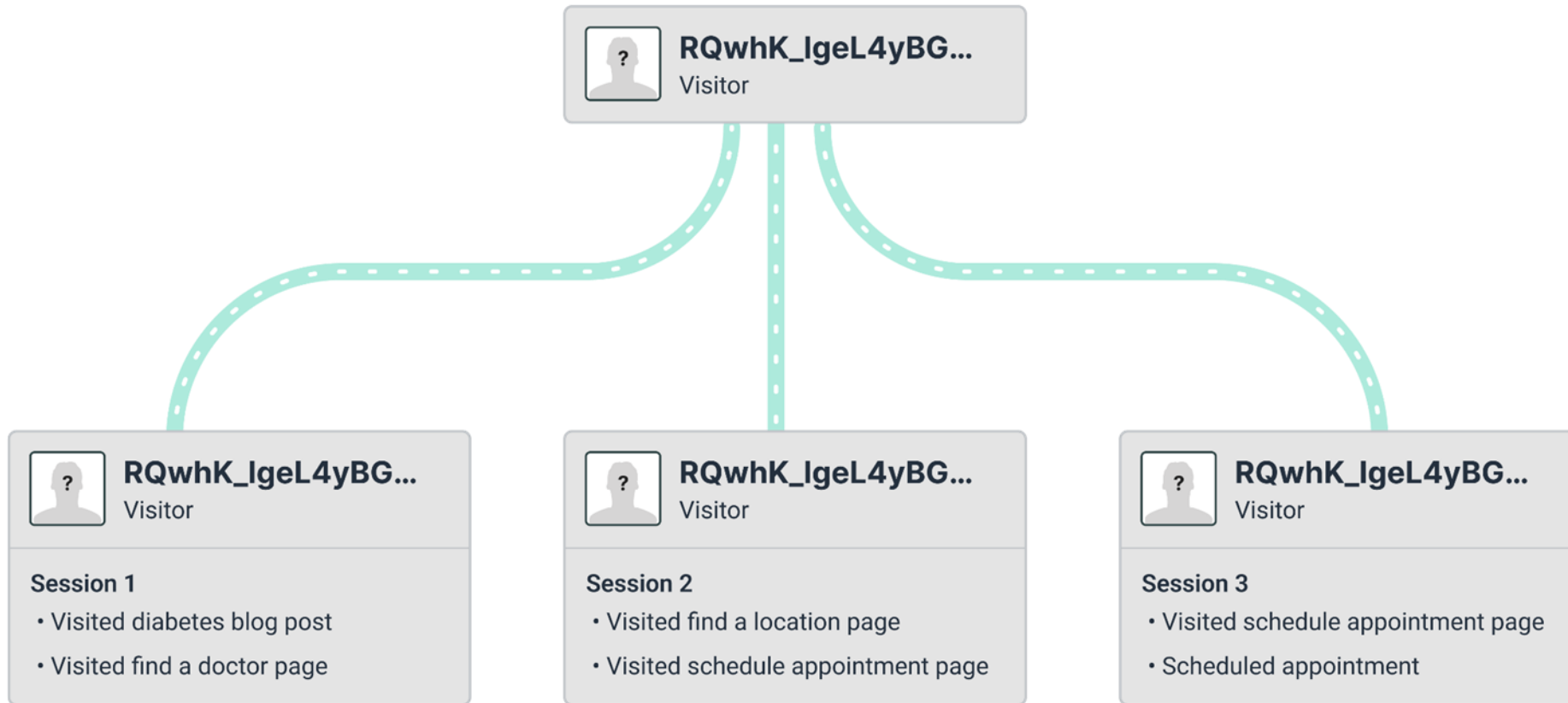
Make The Flow Of Data Full Service & Transparent



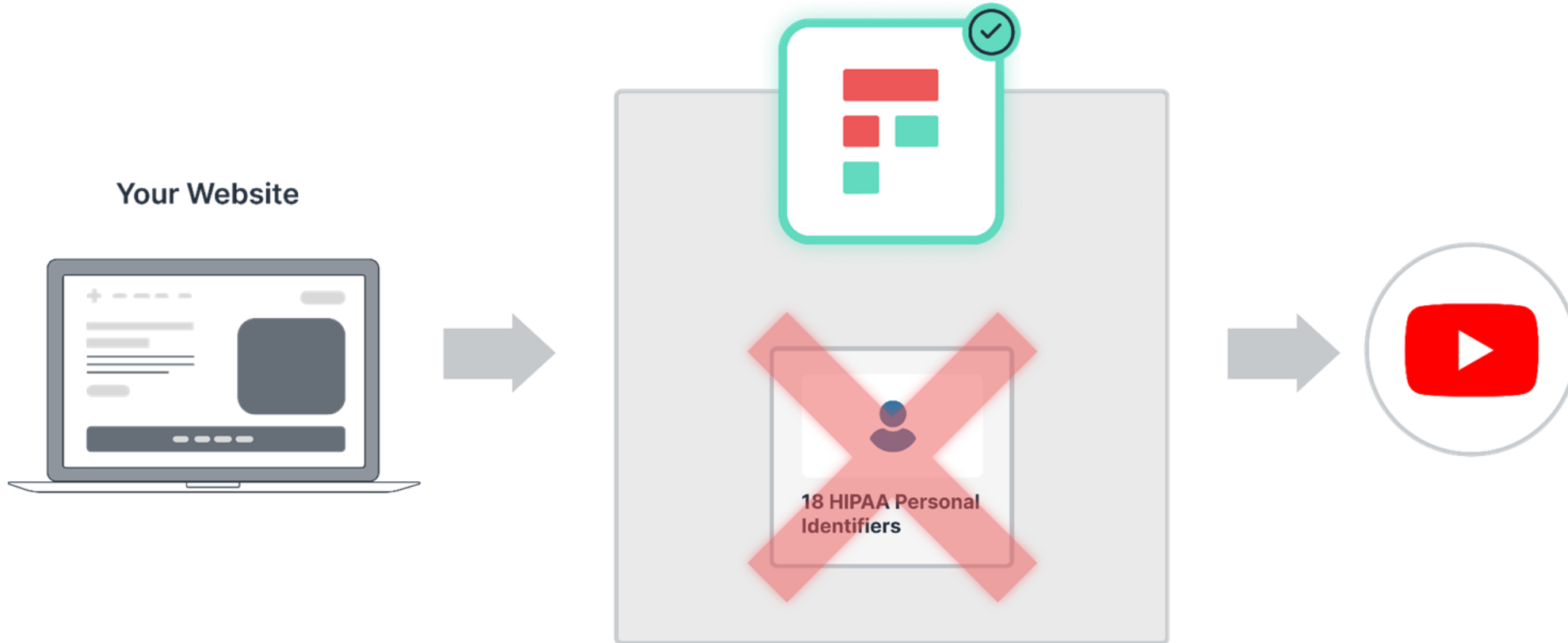
How To Eliminate Sensitive Data From Analytics



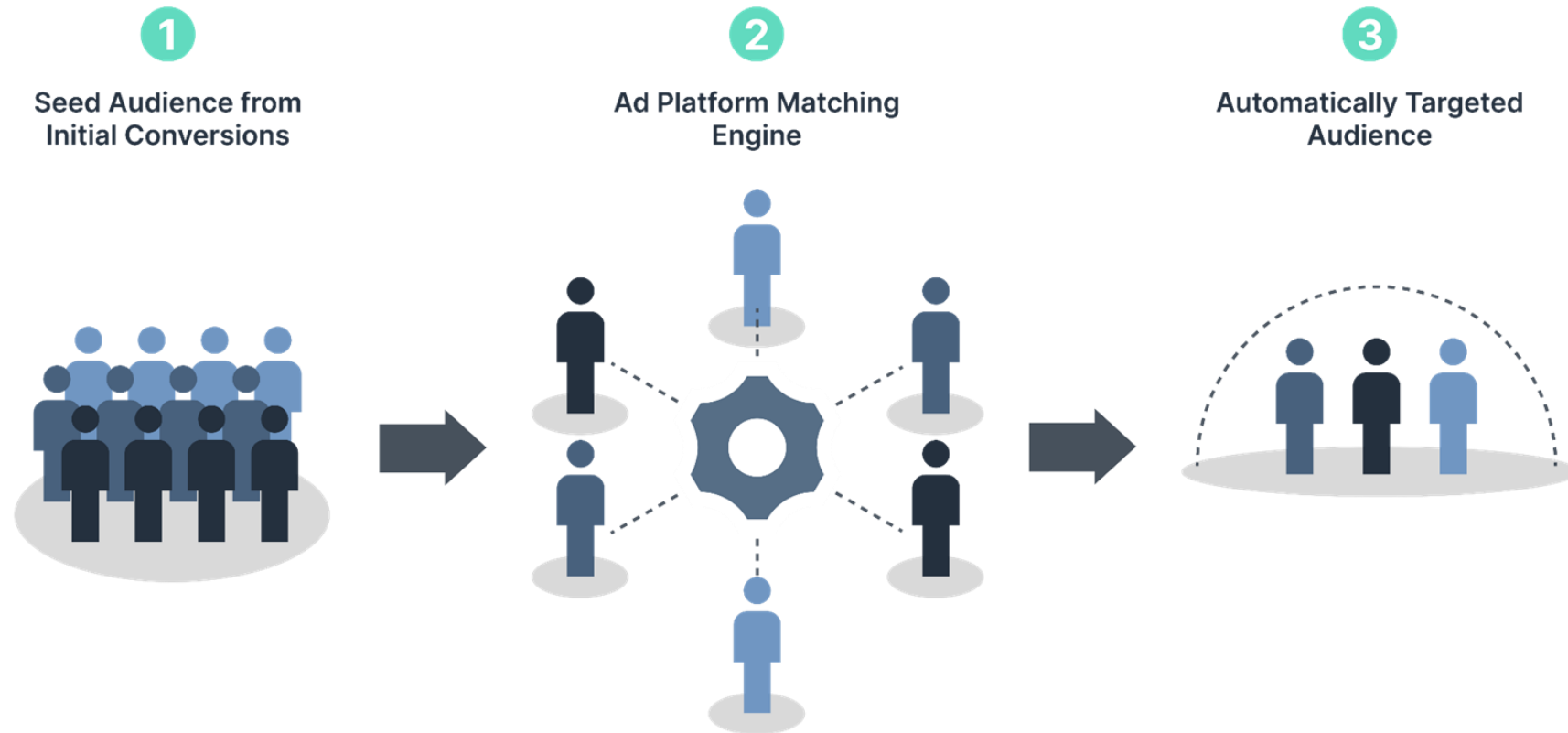
How To Still Create A Complete Visitor Journey




How To Eliminate Sensitive Data From Hosted Video



Why Ad Platforms Need Data To Work Effectively




Ad Platforms Capture More Than They Need Today



Health Information

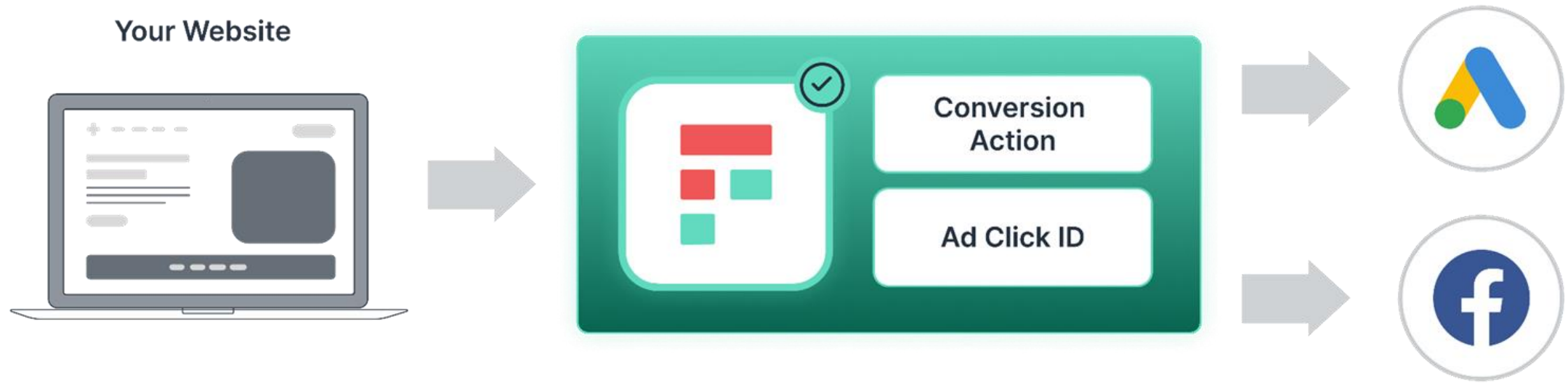
- Page URLs
- Page Information
- Button Clicks
- Button Labels



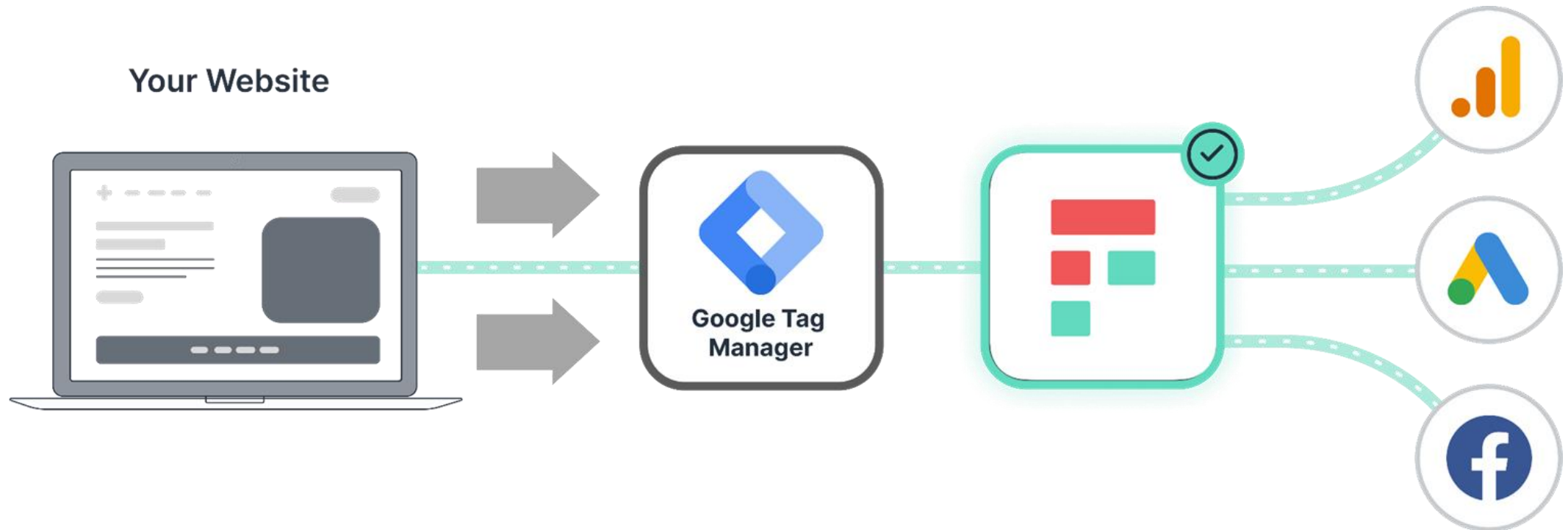
Personal Identifiers

- IP Address
- Location Information
- Device ID
- Field Fills

How To Eliminate Sensitive Data From Ad Platforms



How To Leverage Existing Google Tag Manager Setups



Three Key Takeaways

1. Identify Trackers That Share PHI
2. Divide Your Tech Into Two Categories
3. Create A Safe By Default Tech Stack



Questions?

Please be sure to complete the session evaluation!



Marketing in a HIPAA World: Balancing Promotion Of Care With Privacy

Ray is a customer-obsessed marketing and growth leader who has spent twenty years building and executing go-to-market strategies. At Freshpaint, Ray has worked with partners at leading privacy law firms and marketing and legal experts at more than one hundred healthcare organizations to collaborate on balancing privacy with healthcare promotion.



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