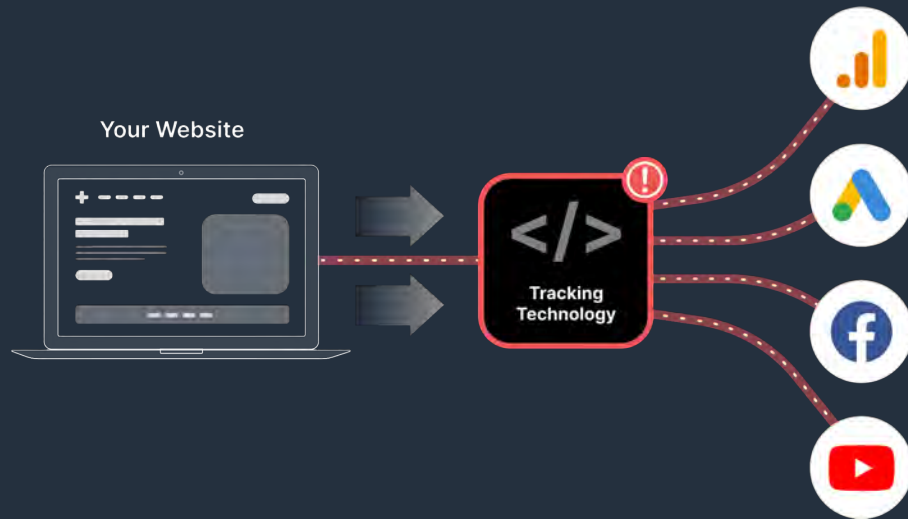




Freshpaint

Unlocking the Power of First-Party Data

The strategic advantage of moving from third-party to first-party data in healthcare



Today's Speaker



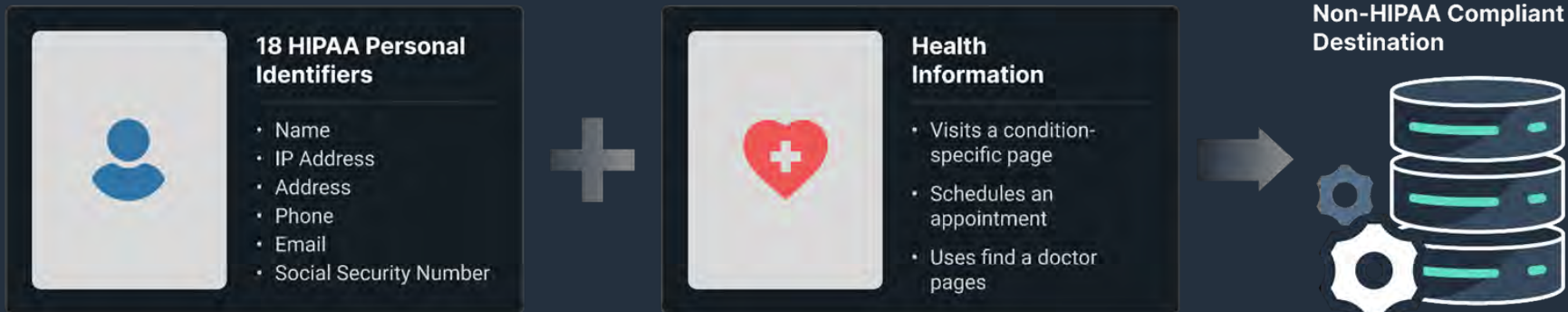
Ray Mina

VP Marketing

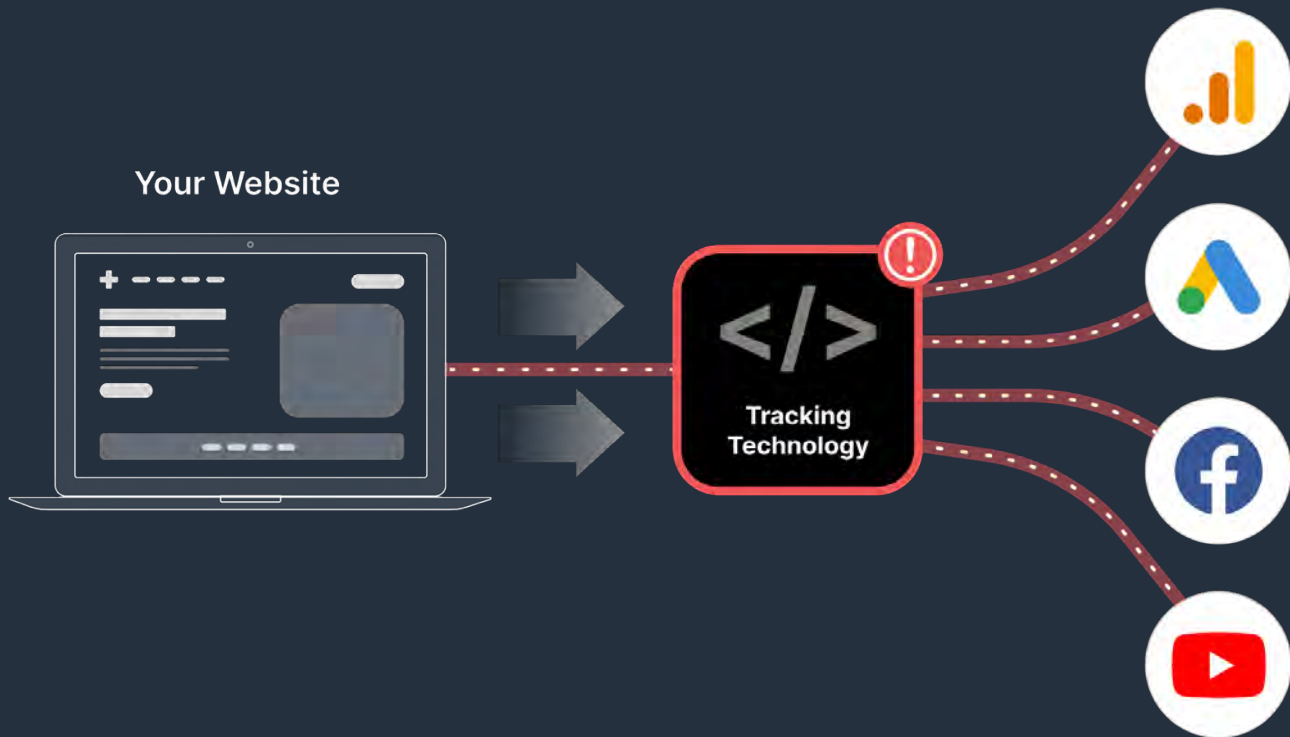


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What's a HIPAA Violation?



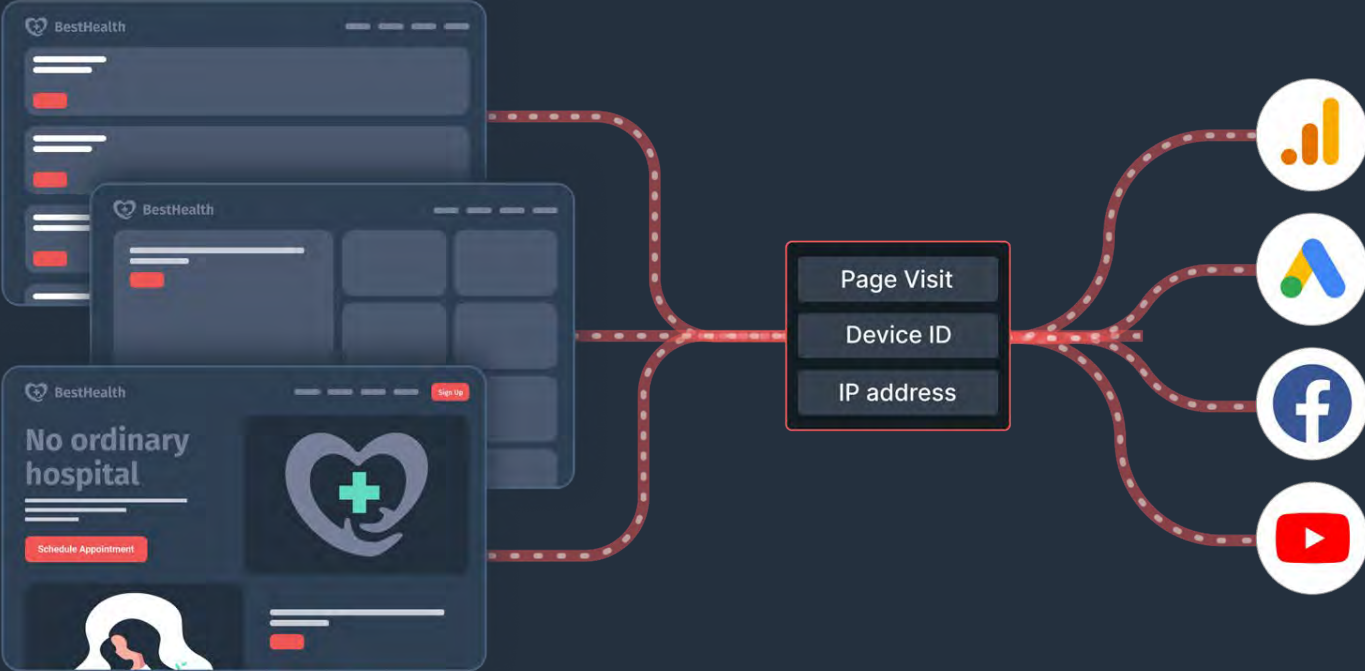
Why Do Tracking Technologies Create Risk?



The Risks

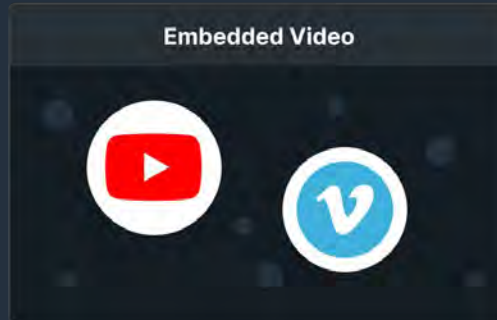
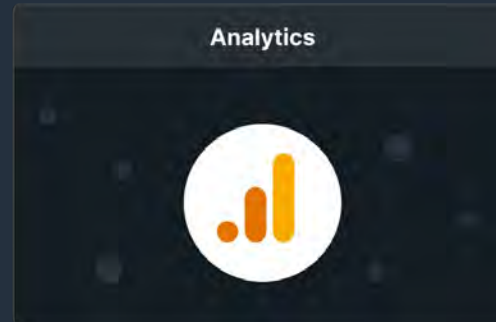
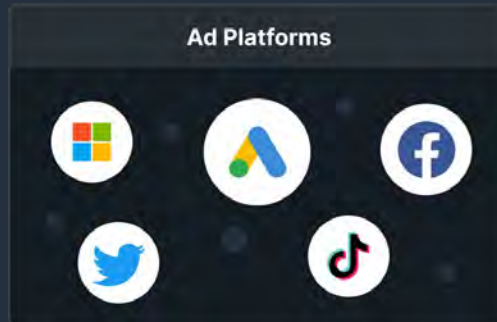


How PHI Can Easily Be Shared



Multiple Trackers Put Healthcare At Risk

Common Third-Party Trackers on Healthcare Websites



How to Get to the Ideal State

Audit

Create inventory of third-party tracking activities on sites and apps

Analyze

Analyze if PHI is being disclosed

Verify

Ensure PHI disclosure is permissible under HIPAA

Govern

Govern the flow of data to non-compliant tools to ensure PHI is not being disclosed

Monitor

Continuously monitor your sites and apps for new trackers

01

02

03

04

05

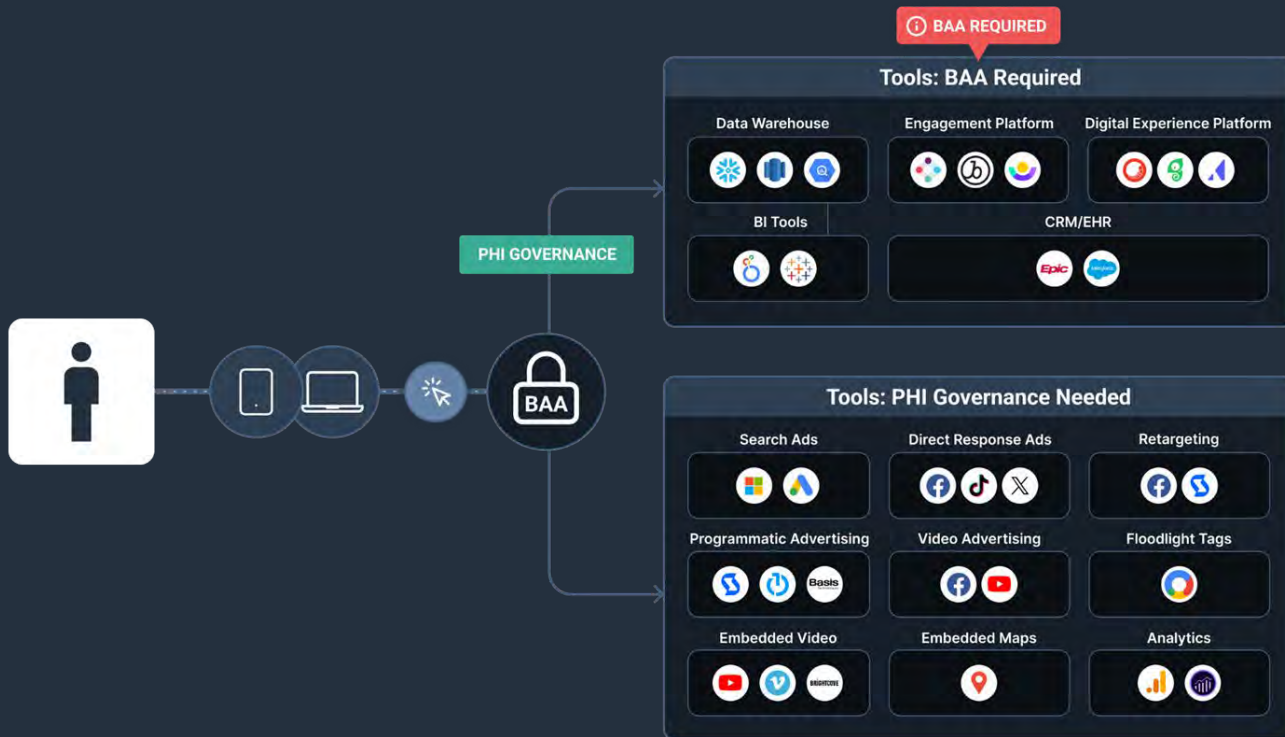
Audit: Third-Party Trackers On Your Website

Tracking Tools

Search: Download ↓

Tracking tool	Pages detected	Risk	First detected	
Google Analytics	6	HIGH RISK	11/1/2023	→
YouTube	5	HIGH RISK	11/1/2023	→
Google Fonts	127	LOW RISK	11/1/2023	→
Google Tag Manager	127	LOW RISK	11/1/2023	→
graph.facebook.com	84	UNKNOWN RISK	11/1/2023	→
pixel.wp.com	127	UNKNOWN RISK	11/1/2023	→

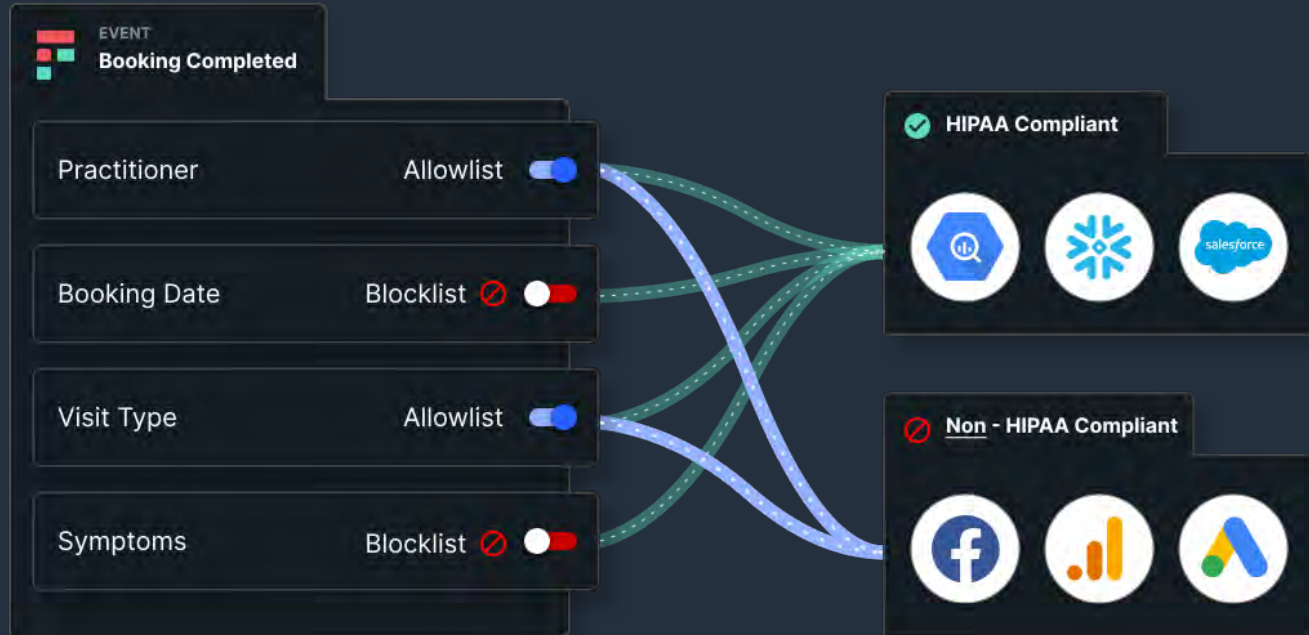
Privacy First Architecture



Ideal State: First Party Data



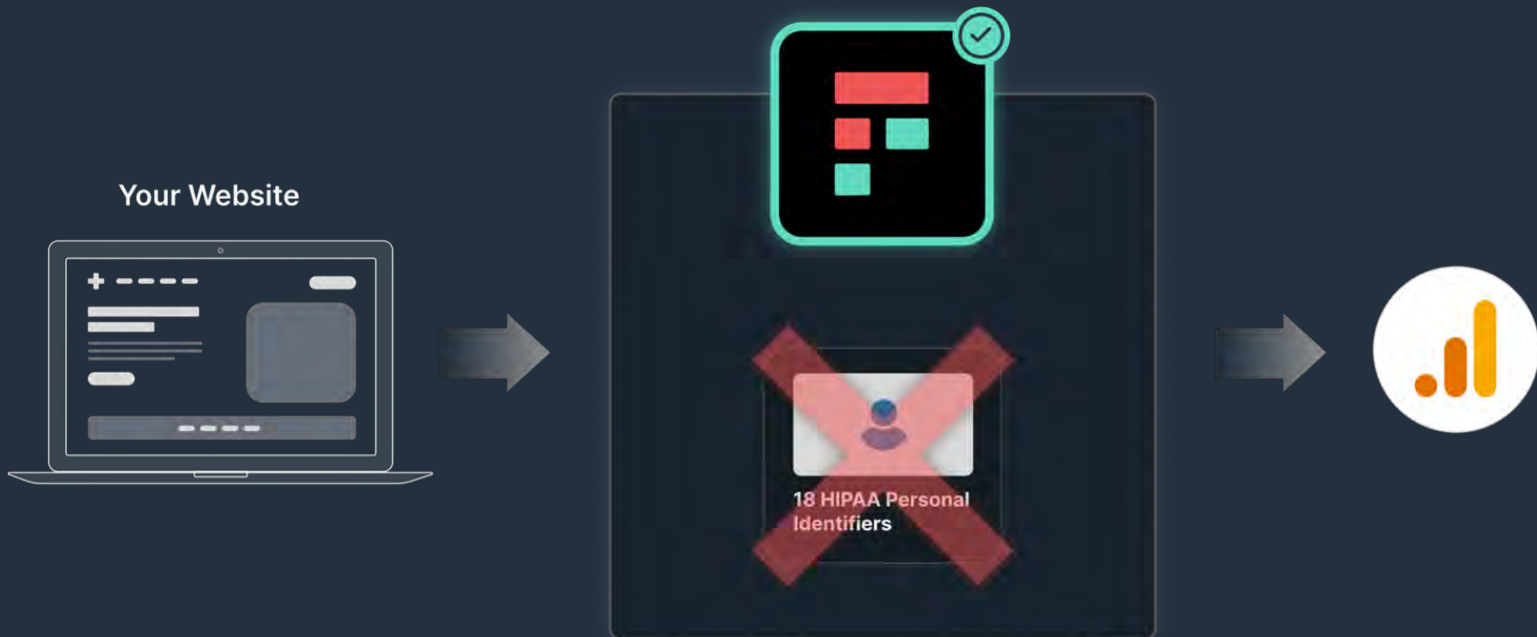
Enable Governance Controls



Privacy-First Advertising



Privacy-First Analytics



Freshpaint @ HMPS24

HMPS24
APRIL 17-19 | LAS VEGAS, NV

Connect with us: Schedule time with us at booth #39 at HMPS24

Session with us: Learn how Mike Sorice from Heartland Dental balances high-performance marketing and HIPAA compliance during our session on Apr. 18 @ 4 PM

Hang with us at Freshpaint LIVE: Meet & mingle with other Healthcare Leaders on April 18 at the Vegas Golden Knights vs. Anaheim Ducks in our luxury suite.

Visit freshpaint.io/hmps24 for more information.



DIVE INTO THE FUTURE OF HEALTHCARE MARKETING AT

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Vegas Golden Knights vs. Anaheim Ducks
T-Mobile Arena | Stella Artois Loft
April 18, 2024 @ 6:30 PM



Freshpaint LIVE

