



# HIPAA, FTC & STATE LAWS — WHAT YOU NEED TO KNOW NOW!

**Navigate major  
changes to the  
privacy landscape  
and get back to  
what you really love  
— marketing.**

Guidelines around patient privacy and data collection have changed significantly in the past year, impacting what you can and cannot do when it comes tracking the patient journey online in a big way.

But, as a healthcare marketer, where do you go from here to make sure YOUR specific practices are really compliant? Use this guide to inform and align with your cross-functional teams so you can update your practices — and get back to marketing!

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WHERE TO START?

## UNDERSTAND THE CHANGES

Listen to our award-winning podcast explaining the recent HHS bulletin, FTC orders, and their impact on patient-focused healthcare marketing.



Scan to listen!

WHAT TO ASK?

## ASK THESE QUESTIONS OF 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 the 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, which INCLUDES IP address?
- ☐ What is our organization's capability and comfort level implementing server-side analytics solutions (i.e., server-side Google Tag Manager)?

WHAT NEXT?

## WE'RE HERE TO HELP

Want to address these updates and get back to marketing?

Scan the QR code to schedule time to talk about our three-step privacy process!



Let's talk!