



A PATH TO PRIVACY-FORWARD, COMPLIANT HEALTHCARE MARKETING

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

Recent developments related to FTC and HIPAA guidelines have taken what were industry-standard patient marketing tactics off the table, and tools healthcare marketers have relied on for years are now “non-compliant.” Legal teams want to remove all tracking, and marketers want to continue being able to understand and track their marketing efforts – leaving no clear path forward.

Hedy & Hopp's three-step process helps healthcare marketers and their legal teams move forward with confidence – and continue their patient marketing programs – amid changing privacy guidelines.

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Do your marketing and legal teams need a mediator?

As healthcare marketers ourselves, Hedy & Hopp is here to make sure your marketing efforts are compliant and effective — while providing peace of mind for patients (and your legal team). To get you there, we have a three-step process designed in partnership with an attorney specialized in digital healthcare and privacy compliance, including HIPAA and GDPR.

This process is not about selling you a proprietary tool we've built. Instead, we include detailed suggestions for credible, compliant solutions to replace marketing tools and practices that no longer meet guidelines. Our only goal is to make sure you and your legal team are aligned to a plan for safely, securely marketing to patients and helping them access your care.

HOW WE DO IT

Our Three-Step Privacy & Compliance Process

1. AUDIT

Once we align on specific areas of compliance concern for your company (HIPAA, GDPR, etc.), our team reviews your current marketing analytics tools, campaigns, third-party tags, CRMs – any tool marketing is using to drive patient volumes. We will flag areas of concern and our attorney will review our audit findings and confirm alignment.

2. EDUCATE

We have created a sliding scale of compliance to help legal teams communicate where they would like their marketing compliance to land. Do you want a gold star from OCR? Or are you OK with a moderate approach? We'll educate you on the scale and your team will dictate your organization's compliance goals.

3. RECOMMEND

With your compliance goals in mind, we'll create a recommendations document that outlines your path forward, including changes to your marketing analytics technology and digital marketing tactics. After our recommendations are presented, your legal team can talk with our attorney to ask about our approach and rationale to ensure alignment.

AREAS WE AUDIT

Web Analytics Tools // Third-Party Tags & Pixels // CRM & Email Marketing Tools // User Testing Tools
Website Plug-ins // Website Hosting // Digital Marketing Campaigns & Audiences



LET'S GET MARKETING HAPPY.

We love the challenges and rewards that come with healthcare marketing – and we'd love to work together and help you hit your goals.

Ready to talk about how H&H can help? Let's get in touch.

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