Wizaly’s Solution:

Achieving Superior Marketing Insights While Ensuring HIPAA Compliance

Navigating the digital analytics landscape while maintaining strict compliance with regulations like HIPAA can be challenging for healthcare-focused companies. This document outlines why Wizaly Analytics offers an optimal solution for capturing comprehensive marketing insights while ensuring data privacy and compliance with HIPAA standards.

The Challenge

The Health Insurance Portability and Accountability Act (HIPAA) presents particular challenges for healthcare-related platforms when it comes to data analytics. A critical element for compliance is the ability to sign a Business Associate Agreement (BAA), which governs how sensitive health information is handled.

How Others Fall Short

- **Non-Compliance with HIPAA**: Most analytics platforms do not offer the option to sign a BAA, making it non-compliant with HIPAA.
- **Limited Tracking Capabilities**: There are many limitations in traditional tracking due to third-party cookie restrictions and data sampling.

Wizaly + HIPAA-Compliance

**Commitment to Compliance**

- **Signing a BAA**: Wizaly will sign a Business Associate Agreement (BAA), legally binding the company to handle your sensitive healthcare data in compliance with HIPAA standards.
- **Secure Data Handling**: Wizaly uses secure, encrypted channels for data transmission and storage, further aligning with HIPAA’s requirements for data security and integrity.
- **Consent Management**: With the Privacy Compliant Mode, Wizaly captures data based on user consent, allowing for HIPAA-compliant data collection practices.

**Competitive Advantages**

- **Comprehensive Touchpoint Tracking**: Wizaly captures every interaction across all marketing channels, providing a 360-degree view of the customer journey.
- **First-Party Domain Tracking**: Advanced tracking bypasses ad-blockers and Intelligent Tracking Prevention mechanisms.
- **Algorithmic Attribution**: Provides a more nuanced understanding of channel contribution compared to last-click models.
- **No Data Sampling**: Offers more accurate, unsampled data, even for large data sets.

Privacy Compliant Tracking

**Two Types of Tagging**

Wizaly tags fire anonymously or individually, ensuring HIPAA compliance based on user cookie settings.

**User Consent Management**

Wizaly shifts visits from anonymous to individualized based on user cookie acceptance, aligning with legal requirements.

**Calculating Consent Rates**

Wizaly tracks all visits to calculate consent rates, providing insights into data collection effectiveness.

**Revenue Extrapolation**

Wizaly can extrapolate revenue based on consent rates, offering a more accurate view of ROI.

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