

## 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.

## Contact Us



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