PROTECTING PATIENT PRIVACY: HALL RENDER ADVISORY SERVICES CAN HELP HEALTH CARE ORGANIZATIONS ADDRESS WEB TRACKING ISSUES

As the health care industry continues to grow and evolve, so does the use of web tracking technologies. While web tracking technologies such as cookies, web beacons, tracking pixels and fingerprinting scripts can be helpful for marketing departments, they can also pose significant risks to health care organizations. These risks include the potential exposure of protected health information ("PHI") to third-party vendors and compromised patient confidentiality.

The use of web analytics tools by health care providers and organizations to gather information about their website visitors is common practice. These tools can help providers understand how their website is being used, what content is being accessed and how they can improve their online presence. However, the use of these tools also means that patient data may be shared with third-party vendors, potentially exposing PHI to outside entities in violation of state and federal laws.

THE HALL RENDER ADVISORY SERVICES ADVANTAGE

Hall Render Advisory Services is uniquely positioned to assist health care organizations in addressing web tracking issues due to their extensive experience in health care law and regulations. With a deep understanding of the legal and ethical implications of web tracking technologies in health care, Hall Render Advisory Services' advisors can identify potential security concerns and provide effective solutions for protecting patient privacy. They also offer guidance on developing policies and procedures tailored to each organization's specific needs. Our depth and breadth make us the ideal partner for health care organizations seeking to continue utilizing web tracking technologies while safeguarding protected health information.

Hall Render Advisory Services recognizes the importance of protecting patient privacy and understands basic technological changes that can be made to help health care organizations utilize web tracking technologies in a compliant manner. By working with Hall Render Advisory Services, organizations can gain a deeper understanding of what web analytics tools are being used on their website and what data is being collected.

Hall Render Advisory Services' IT advisors can be engaged to help:

- Mitigate privacy concerns arising from the use of web tracking technologies.

- Review and provide recommendations for addressing privacy and security concerns with current web analytics technologies.

- Identify how PHI might be exposed and help understand how to continue utilizing web tracking technologies in a compliant manner.

- Assist in developing policies and procedures to ensure staff follow proper protocols relating to the use and implementation of web tracking technologies.

- Gain knowledge for use in assessing compliance with privacy regulations.

Hall Render Advisory Services provides a valuable resource for health care organizations looking to address web tracking issues. By working with our advisors, organizations gain a deeper understanding of what web analytics tools are being used on their websites and how they can ensure that such usage does not violate patient privacy. Contact Hall Render Advisory Services or visit HallRenderAS.com to learn more about how we can help your organization assess its use of web tracking technologies.

If you have any questions, please contact:

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