

Track Meta & Google Ad Metrics Safely & Privately

Learn how our new Eruptr Privacy Defender preserves analytics & helps healthcare avoid lawsuits

Presented by:



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CTO
Unlock Health

eraptr
an UNLOCK company

About our Presenters



Adam Kruse
Director of Technology
Eruptr

Adam is an experienced, innovative & fun-loving digital marketing pro with a passion for putting great ideas into action. As Eruptr's Director of Technology, his 15+ years of proven success in digital strategy and execution guides Eruptr through a landscape of evolving challenges.

Previously, Adam spent 6+ years with Ascension as the digital marketing manager at Borgess Health in southwest Michigan, delivering effective digital marketing to meet their business objectives. Adam is also Google Ads Certified.



Corey Maul
CTO
Unlock Health

Corey has over 17 years of experience in healthcare technology working with hospitals & health systems to deliver sophisticated technical solutions that meet the unique needs of the industry. His broad expertise in healthcare marketing & IT allows him to build scalable solutions that thread the needle of easy-to-use while meeting the important HIPAA security & privacy requirements.

Previously, Corey served as COO & CTO at Medicom Health where he led the team that built one of the most advanced HRA platforms in the industry, led the creation of an advanced EHR-integrated clinical workflow tool, & delivered powerful solutions for the American Heart Association and 7 of the top 10 pharmaceutical companies in the country.

About Eruptr

We helped pioneer search marketing & patient engagement for healthcare providers.

For over 13 years we have specialized in serving hospitals & health systems, which represent 98% of our business today.

Nearly our entire account team is former health system marketers with 300+ years of combined healthcare experience at influential providers.



Focused on Healthcare:

We pride ourselves on partnering with our clients to:

- Cultivate trust
- Develop fiscal planning
- Build custom service line strategies
- Execute effective campaigns
- Implement continuous optimization
- Meet & exceed goals
- No long-term commitments are required

Why Eruptr? *Proven Campaign Performance*

We know what works for health systems.

- *Objective-driven strategy & tactics uniquely tailored to your KPIs*
 - Historical, proven keywords, negative keywords and ad structure
 - Landing page best practices & service line tactic recommendations
- *Consistent conversion optimization*
 - Our team analysis, proprietary software platforms, industry partnerships & integrations combine to meet your goals.
- *Experienced & knowledgeable*
 - All campaign managers are Google-certified.
 - Our *Google Premier Partnership* ensures effective, uninterrupted & optimized campaigns.
 - All work is done in-house by our US-based team. No offshoring.



Why Eruptr? *Trusted By Respected Systems*



The Landscape Today

CHALLENGE:

- The digital landscape is rapidly changing
- Patients have more choices for care
- Effective tracking & measurement of acquisition metrics through digital channels is increasingly important

COMPLEXITIES:

- Performance marketing is becoming more complex
- More sensitivity to tracking in the landscape
- Proper handling of data while remaining trustworthy & transparent is key

SOLUTION:

Eliminate legal risk without compromising ad attribution by deploying *safe & secure* tracking methodologies





Privacy ***Today***

Why Eruptr? *Our Dedication to Privacy & Security*

We stay abreast of issues so you don't have to.

We take a conservative approach to data privacy, erring on the side of caution with our systems & processes.

- All staff are regularly trained on HIPAA compliance.
- Our HRAs are undergoing *HITRUST re-certification*, the gold standard for privacy & security.
- Our new *Eruptr Privacy Defender* prevents personally identifiable consumer health information from passing outside of a conversion action - while preserving essential conversion tracking metrics to inform campaign optimizations & accurate performance reporting.



**PRIVACY
DEFENDER**



**HIPAA
COMPLIANT**

HITRUST
CSF Certified

HHS Guidelines & What Constitutes a Violation

The latest guidelines can be difficult to understand and are the source of plenty of confusion and anxiety.

A HIPAA violation occurs when at least 1 of the 18 HIPAA **personal identifiers** AND at least 1 **health identifier** are shared **together** with a **non-HIPAA compliant destination**.

Advertising platforms aren't the problem – it's the **tracking technologies** used by these platforms to collect user data on your website that creates risk.



Utilizing the **Eruptr Privacy Defender** and its **advanced data filtering features** instead of an advertising platform's native tracking technology **helps remove your PHI risk** for these users generated through a digital advertising campaign.

The Latest Updates: AHA Letter to OCR on HIPAA Privacy Rule & Online Tracking Guidance

May 22 - The American Hospital Association (AHA) has recommended that the Office of Civil Rights (OCR) should suspend or amend its Dec 22 online tracking guidance.

- AHA asks OCR to consider whether the Online Tracking Guidance is necessary if the proposed rule is finalized. If that guidance is no longer necessary, the recommendation is that OCR should suspend it immediately.
- If OCR concludes otherwise, AHA asks that OCR amend that guidance to make clear that (1) IP addresses alone do not qualify as unique identifiers under HIPAA because they do not individually identify a person; or (2) if OCR nonetheless wishes to protect IP addresses, it do so only for IP addresses provided via authenticated webpages.

If amended, this has potential to lessen the restrictions that have been recently imposed on digital tracking methodologies. That said, a conservative and careful approach is still best.

Why Search is Still Important



87%

of online consumers use search engines for health information

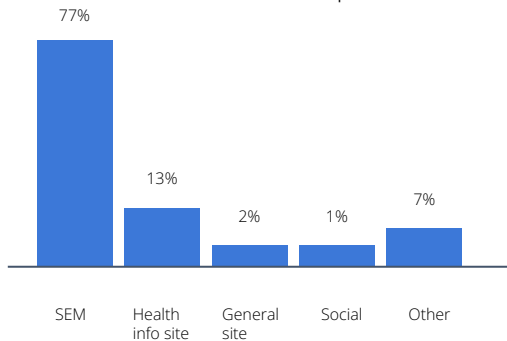


58%

of consumers who use search engines for health information, take some type of action

Why Search Marketing - Google's Own Data

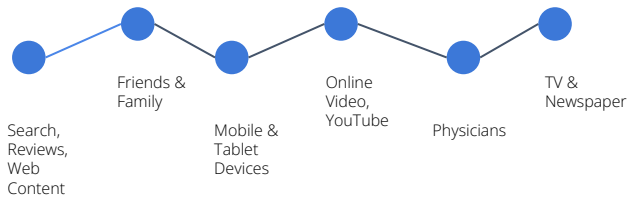
Where do online health inquiries start?



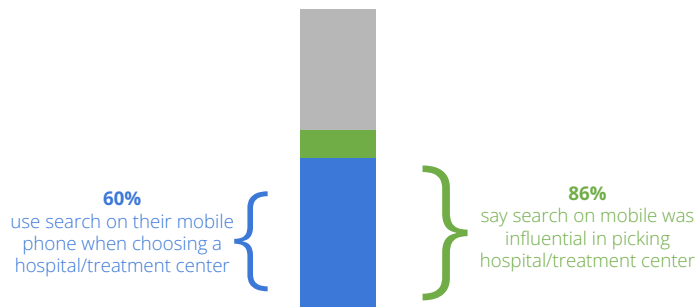
7 IN 10

use search to find a hospital

Digital influences patient choices now



Mobile is a constant companion



Why Meta is Still Important

Total Potential Reach of Ads on Facebook



2.25 BILLION

Facebook Ad Reach vs. Total Internet Users



44%

Facebook Ad Reach vs. Total Population

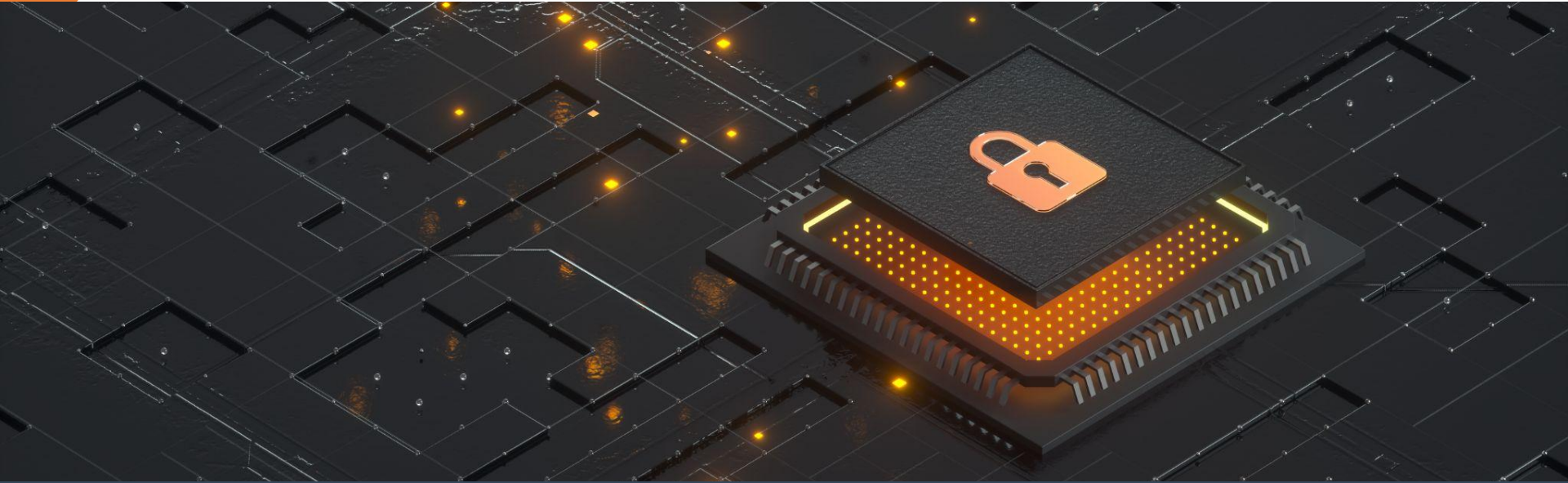


28%

Average Ad Clicks Per User Each Month (18+)



12



Thinking Outside the `<pixel>` Box

The Eruptr Privacy Defender



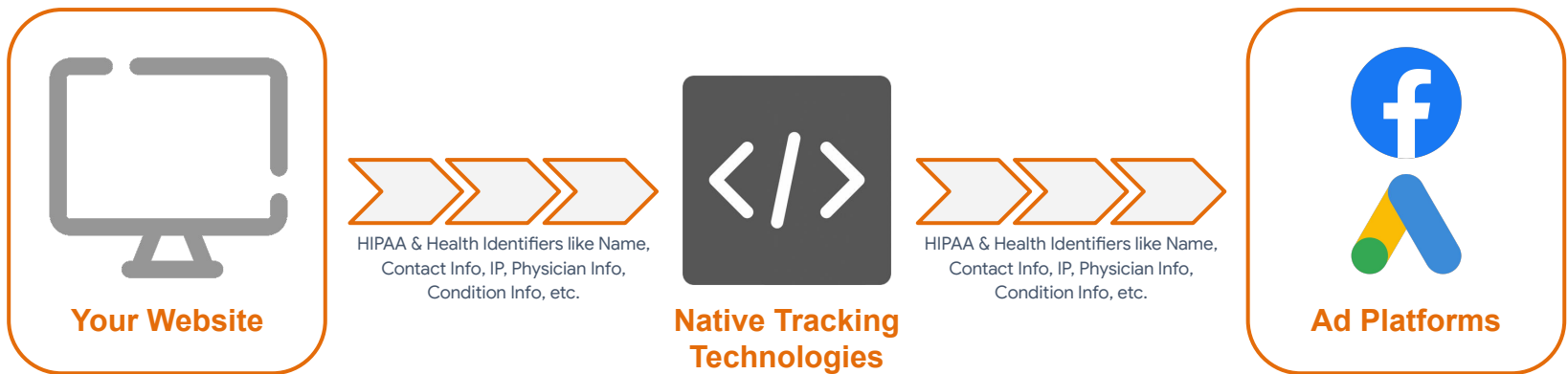
**PRIVACY
DEFENDER**

WHAT: Custom tracking solution built specifically with healthcare in mind that prevents the sharing of sensitive customer data to advertising platforms such as Meta and Google, thereby reducing compliance risks caused by the implementation of those platforms' native tracking technologies.

HOW: By automatically filtering PHI data by default, the Eruptr Privacy Defender removes the risks associated with implementing an advertising platform's native tracking technology.

WHY: Ensuring our clients' customer data is safe has been a core focus and guiding principle at Eruptr since we were founded. That, along with the latest HHS guidelines, further support the need for a tracking technology like the Eruptr Privacy Defender that is focused on user privacy and data security.

How Native Tracking Technologies Work



Native tracking technologies are designed to gather as much data as they possibly can and store that data in a non-HIPAA compliant way. When a tracking technology is set up incorrectly or implemented in areas of the website where HIPAA and health identifiers live, there is a risk of violating HIPAA.

How the Eruptr Privacy Defender Works



The Eruptr Privacy Defender is designed with HIPAA in mind by only recognizing the key data points required for conversion attribution at the advertising platform level. This creates an ultra secure method for measuring the success of campaigns without sacrificing data privacy.

**Only the domain name (or subdomain) is shared back to ad platforms.*

Peace of Mind Does Exist

Challenge: Information released by The Markup in June 2022 and the HHS guidelines in December 2022 created tremendous pressure on our clients to remove or rethink ad tracking. They looked to Eruptr for ways to continue tracking campaign performance while eliminating the risk associated.

Solution: The Eruptr Privacy Defender was launched in January 2023 in direct response to these growing pressures. During development and implementation, we worked closely with our clients' legal and IT security teams to gather input and instill confidence in the product. Since that time, we've been able to fully implement this solution for over half of our clients, with plans to implement for the remaining within the next 3-6 weeks.

Benefits:

- **Peace of Mind:** Our clients rest easy knowing their campaign data is protected and fully HIPAA-compliant
- **Lightweight, Fast and Scalable:** Serverless architecture that allows the solution to load and scale as needed without downtime or service interruptions
- **Tested and Proven:** Currently supports nearly 500 campaigns across Google and Meta



Privacy-Safe, Trackable Future

Privacy & Trackability in the Future

Compliant-safe Measurement

Existing in a privacy-safe world doesn't mean you can't track and measure success. This can be achieved by:

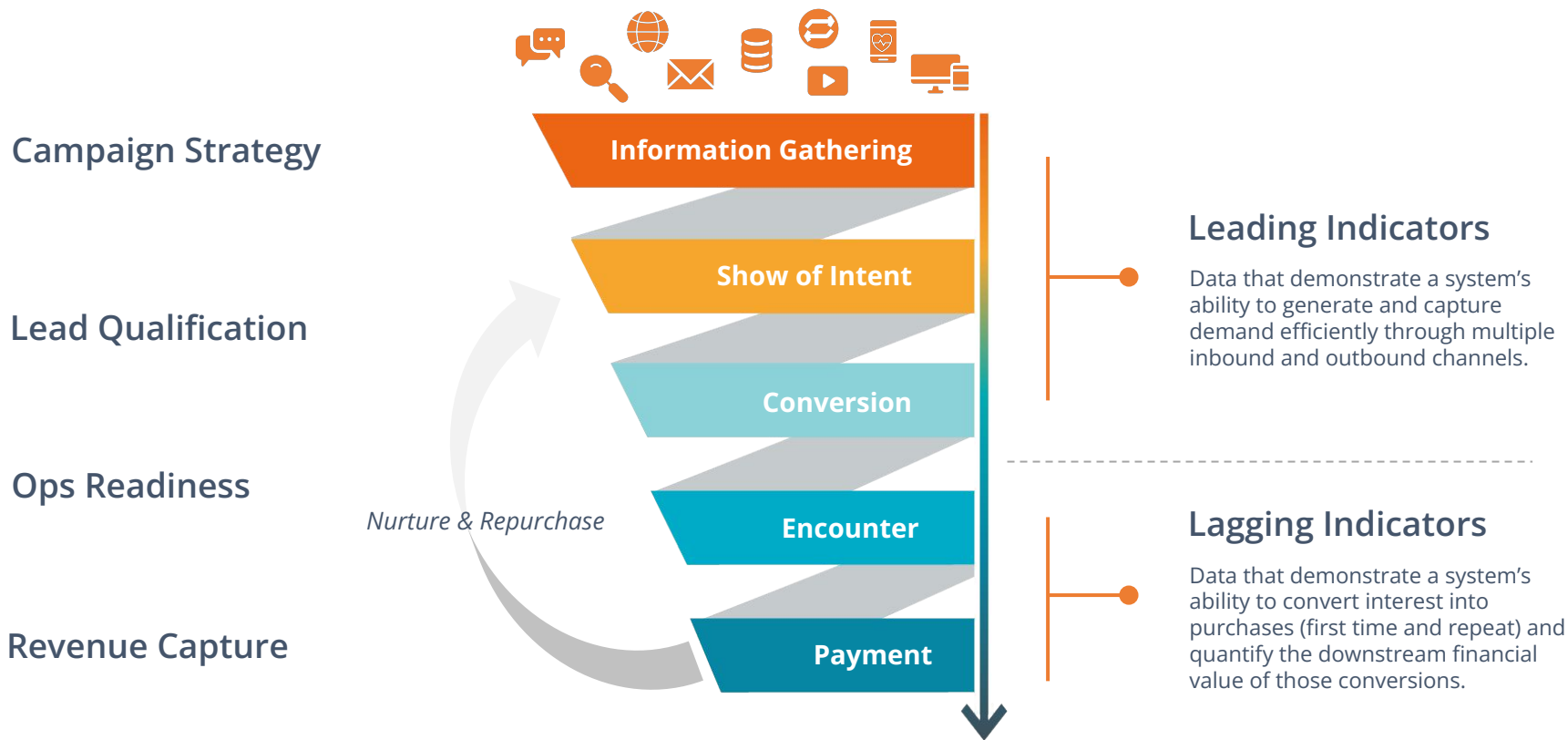
- Alternative tracking solutions (such as the Eruptr Privacy Defender)
- Careful configuration & testing of native platform pixels and tracking
- Testing data collection & leakage

Trackability

In an ever-increasingly complex and privacy-focused digital media landscape, it's important to be able to measure the effectiveness of your efforts and see the return on investment.

- Standard conversion tracking can show you the basics, but what if you could see further down the funnel?

Connecting the Dots to Demonstrate REAL ROI.



Key Takeaways & Final Thoughts

- ▶▶▶ DO **ask lots of questions** to ensure any tracking you (or a vendor) have implemented is configured correctly
- ▶▶▶ **Review the 18 HIPAA identifiers** & familiarize yourself with where they may be used, collected & interacted with on your website or landing pages
- ▶▶▶ Consider **creating a data matrix** that outlines what data / parameters are collected or passed for each platform used. Know **where data collection is possible** & **where it is happening**
- ▶▶▶ **Test data collection** & leakage with easy to use tools (i.e. [Blacklight](#))
- ▶▶▶ If running Meta campaigns, ensure **Automatic Advanced Matching is turned OFF**
- ▶▶▶ Review any **Google Analytics** settings and configurations to **ensure safe use**
- ▶▶▶ Review any internally-run campaigns for **proper configuration & compliant audience targeting** (ie, no retargeting, addresses uploaded for lists, etc)
- ▶▶▶ As a Covered Entity, **ensure you have a BAA in place** with any vendors who may have access to sensitive data
- ▶▶▶ **Keep up to date** on Office of Civil Rights (OCR) bulletins and rulings



Learn More: go.eruptr.com/epd

Thank You!

Learn more about how Eruptr can help your campaigns track effectiveness - safely and securely!

info@eruptr.com



Appendix

Definitions

Click ID - is a unique identifier used to connect a conversion action on the website back to a campaign. The EPD uses the click ID to share back to Meta that a specific click from an ad resulted in the conversion action associated with the campaign.

More detail: *The click ID is a unique string of characters that Meta uses to connect the dots for the interaction (click on an ad by a user --> landing page visit --> conversion). We don't have visibility into what other data Meta ties to that user/click inside their platform. Hypothetically, that click ID could reference additional information related to the user account that was used to click the ad but that's not something that is well documented for us to confirm. Knowing that, the EPD's goal is to step in to control the data Meta has access to during the user's journey on the landing page by controlling the information that is shared back them.*

Session ID - allows for Meta/Facebook to determine whether a click and conversion is unique or repeated. It helps in the deduplication of clicks and conversions to ensure numbers aren't inflated or incorrect.

More detail: *The session ID (or browser ID) is also created and shared to us by Meta upon the user clicking the ad. The same can be said here as it relates to what Meta does within their own platform with that ID and also the EPD's role in controlling the data that Meta actually has access to during the journey.*

Browser info - contains the device's operating system, browser and version.

Common Questions

Q: Do advertising platforms know about the Eruptr Privacy Defender?

A: Eruptr uses only platform-approved API integrations to properly configure custom conversion functionality.

Q: How can you prove it works and that data is not getting passed back to the ad platforms?

A: The Eruptr tech team & developers have thoroughly vetted the Eruptr Privacy Defender to ensure the safety and security of data. You can use browser Developer Tools to independently verify the data being shared.

Q: Will ad platforms be able to track IP address through this solution?

A: IP addresses are not collected or shared with any ad platform.

Q: Will the ad platforms' tracking pixels be publicly visible on the website?

A: Native tracking codes are not installed on websites, preventing ad platforms access to PHI data. This also prevents pixel signature search of your website that could trigger legal action.

Q: Can the Eruptr Privacy Defender be used for other vendors or client-owned ad accounts?

A: The Eruptr Privacy Defender only works with Eruptr-owned ad accounts and associated paid campaigns.