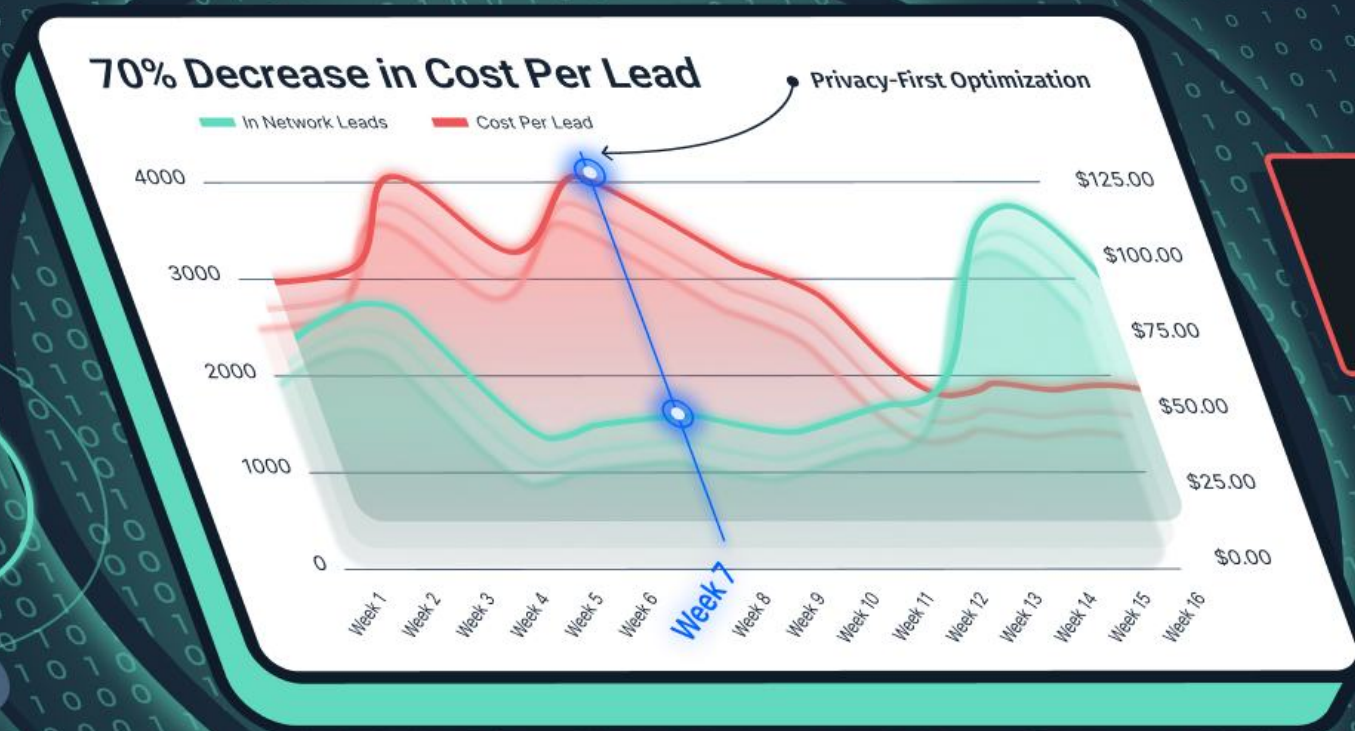


WHEN HEALTHCARE PRIVACY & MARKETING PERFORMANCE COLLIDE

Overcoming a 70% Cost Per Lead Spike

Navigating data compliance while maintaining marketing effectiveness



IP:
162.246.597...

Google Tracking Technology

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Before You Read

The past two years have seen a whirlwind of lawsuits, court rulings, and new guidance for healthcare organizations. We know it's hard to keep your finger on the pulse 24/7. That's why we created the [Freshpaint Healthcare Privacy Hub](#): your one-stop shop to stay up-to-date with the ever-evolving world of healthcare privacy.

This is where you can go to escape the clickbait and get down to what matters. Bookmark this page for the latest updates, insights, and resources to keep your organization up to speed.

Healthcare Privacy Hub

Your one-stop shop to stay up-to-date with the ever-evolving world of healthcare privacy.

[Learn More](#) ↗

reactions

industry news

real-time updates

protected health information

resources

marketing performance

legislation analysis

How HIPAA & Privacy Regulations on Tracking Technologies Are Disrupting Healthcare Marketing

Healthcare organizations are caught between compliance and performance. Ad trackers like Meta's Pixel can lead to HIPAA violations and other serious legal issues. Often times, when legal and compliance teams learn about the [HHS' guidance on the use of online tracking technologies](#) by HIPAA Covered Entities, their direct message to their marketing teams is:

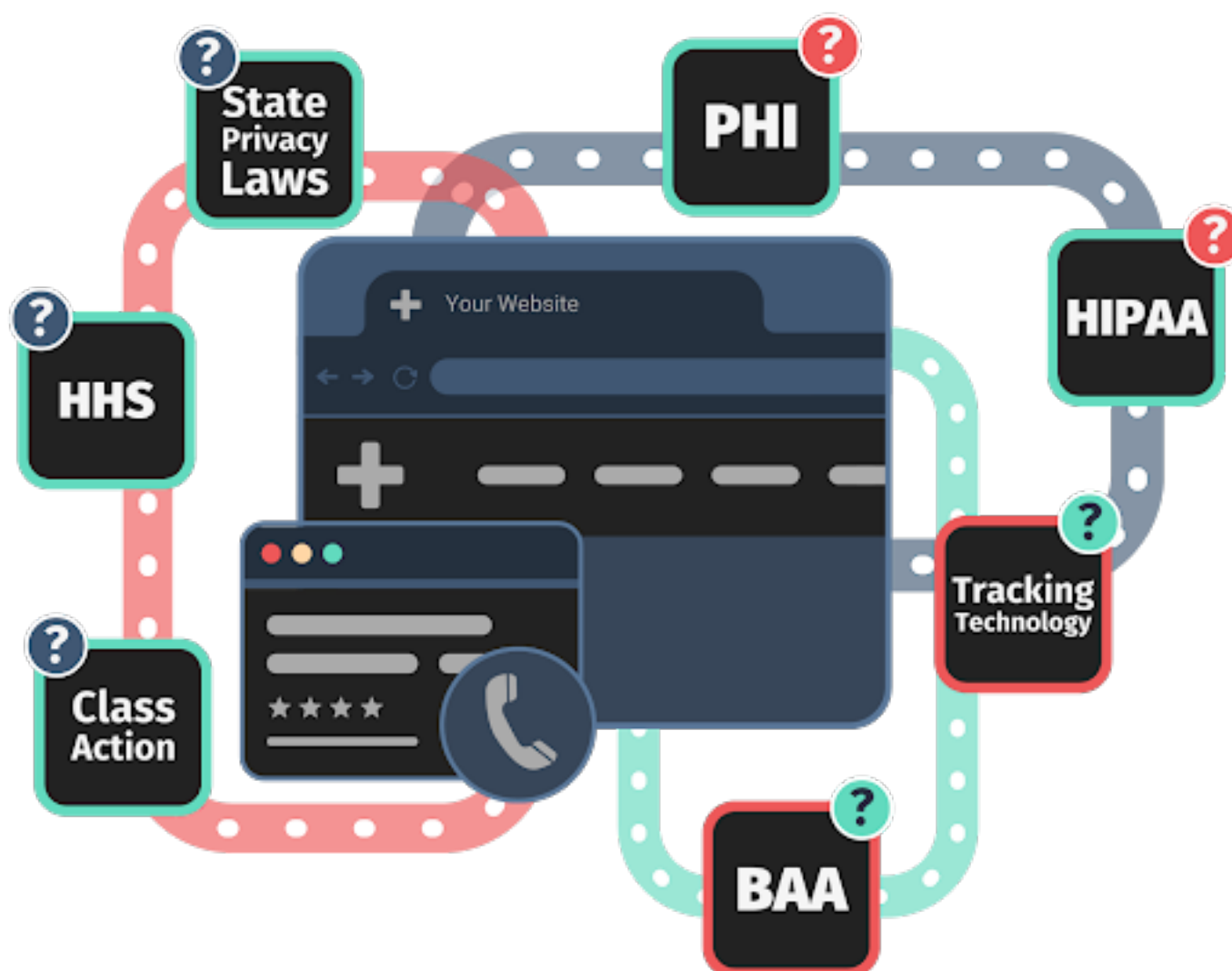
“Turn this off. Now.”

While this ensures compliance with privacy laws, it leaves healthcare marketers blind to their performance. The result is marketing efforts turning "upside down," where the spend outweighs the revenue generated—a dangerous situation that puts jobs and the organization's financial health at risk.

But the legal teams are right— these native tracking technologies are now more liability than asset because of the risk to patient and member privacy.

Even data not governed by HIPAA is increasingly controlled by state-level privacy laws. Currently, [20 states have enacted privacy laws](#) that healthcare organizations must comply with, and most of those laws are just as strict as HIPAA, if not more.

For example, Washington state's [My Health, My Data Act](#) explicitly targets health information and goes beyond the protections offered by HIPAA. And the trend isn't slowing down. In addition to the 20 states with existing privacy laws, [17 more states](#) have introduced legislation.



If that's not enough, [class action lawsuits](#) are wreaking havoc on healthcare organizations. These lawsuits often arise from other privacy laws, like the [Video Privacy Protection Act](#) and [Trap and Trace laws](#). And if a healthcare company mishandles data—such as disclosing [personal health information](#) to a third party like Google without proper consent—they ALSO have to worry about the FTC investigating and imposing significant penalties.

[As of April 2024](#), the FTC has broad authority to enforce privacy regulations across a wide range of healthcare-related entities, including hospitals, payers, pharmacies, pharmaceutical companies, medical device companies, telehealth providers, and even consumer health and wellness apps. [Read more on how the FTC enforces healthcare privacy regulations.](#)

In essence, healthcare privacy rules now extend far beyond traditional HIPAA-covered entities. The constant flux in healthcare privacy regulations creates an unpredictable environment where what's compliant today may not be tomorrow, and adds more complexity for marketers trying to balance compliance with performance.

Marketers can't just walk away from these platforms, though. They need the data to find the right audience, generate leads at stable costs, and help grow their healthcare organization.

Find out what happens when you remove data from your marketing campaigns with Freshpaint's ROI calculator.

[Calculate the Cost of Removing Ad Pixels](#) ↗



“I can’t quit you!”

Why Healthcare Marketers Need Digital Advertising Channels

In marketing, you want to meet people where they are. In the modern world, that means the internet. 46% of product searches begin on Google. 72% of internet users in the US are actively engaged on Facebook. This is the main reason marketing teams want to use these channels—their ability to reach most of the consumer market.



46%
of product searches
begin on Google

Consumers start their search for healthcare services, plans, and information on Google.

In a market such as the US, people are always online—for work, entertainment, or random searching and scrolling. These channels are the first place most people will seek out information about healthcare information and services. By advertising on digital channels, marketers can reach patients and users where they are already spending their time.

- With Google Search Ads, a marketing team can reach a vast audience by actively searching for specific keywords related to healthcare services.
- Facebook Ads provides targeting options based on user interests, demographics, or behavior related to healthcare issues (such as searching for a support group or even being in an at-risk demographic).

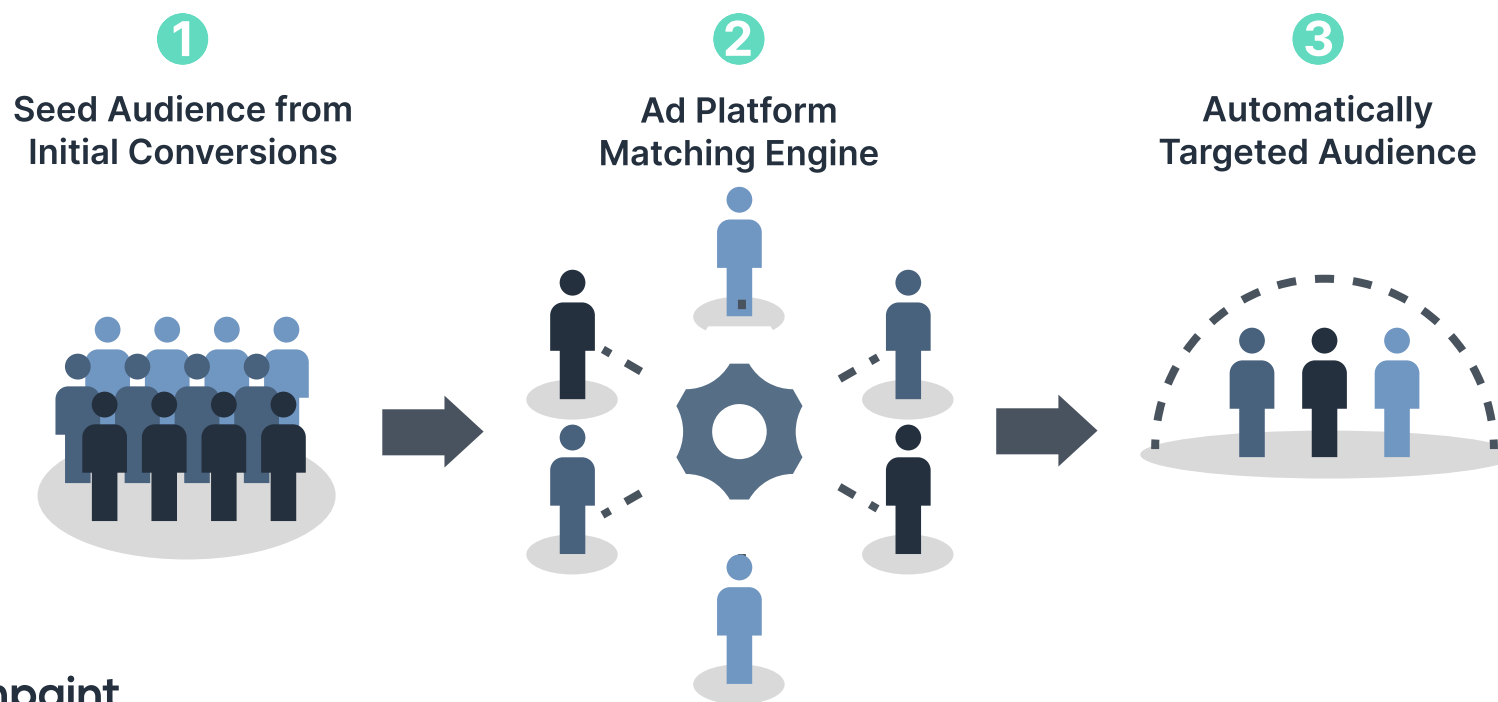
These channels are an effective lever for marketing teams tasked with driving the adoption of healthcare services. Your marketing team wants to:

1. Increase brand awareness, introduce your services to potential patients and members, and differentiate from competitors.
2. Capture leads in the form of scheduled appointments and new member enrollments.
3. Ensure the cost for those leads is stable and aligns with the value of the services those consumers ultimately pay for.

How Digital Advertising Channels Use Data to Improve Performance

Google and Facebook are powerful lead-generation tools. Both companies earn more than \$100B annually thanks to precisely targeted advertising that produces high-quality leads at a highly predictable cost per lead.

Both advertising platforms ultimately help marketers generate more revenue because of the measurement and experimentation loops built in. When your marketing team releases an ad on Facebook or Google, they aren't just taking a shot in the dark—they are working within an experimentation loop that automatically works to continue improving those ads' targeting.



Ad platforms can turn a seed audience of initial leads into even better targeting for future leads.

Traditional media doesn't have the data feedback loops available to digital marketing. Digital advertising allows powerful machine learning models to continue optimizing so the right ad finds the right audience. Unlike traditional media, digital ad channels provide analytics, so your marketing team can measure key metrics like impressions, clicks, conversions, and return on ad spend (ROAS), providing insight into what's working and what's not.

Your marketing team sets up conversion tracking on the ads they put up on Google and Facebook. This means the platforms will track when a user performs a specific action, such as scheduling an appointment or enrolling as a member. By setting up this conversion tracking, marketers can measure the effectiveness of their ads and understand which ones are driving valuable customer actions.

But conversion tracking does much more than just measuring success. It helps drive that success. That's because both Google and Facebook use machine learning algorithms to analyze past conversion data and predict future conversion possibilities. These predictions inform automated bidding strategies, such as Google's Target CPA (Cost Per Acquisition) or Facebook's Conversion Optimization delivery option. These strategies automatically adjust bids in real time to prioritize showing your ads to people who are more likely to convert.

The final piece of the puzzle is who gets to see the ads. Facebook and Google can target new users who share characteristics with their existing converters. The platforms use machine learning to find patterns in the behaviors and characteristics of your converting users and then target new users who exhibit similar behaviors and characteristics.

Digital advertising platforms leverage conversion data to improve campaign performance, enhance audience targeting, and achieve better ad spend ROI.

Unlock High-Performance Marketing While Safeguarding Patient and Member Privacy

[Learn more ↗](#)



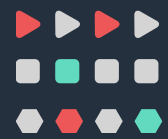
The diagram illustrates a data flow process. On the left, a laptop icon is labeled 'Your Website'. Two arrows point from the laptop to a central, glowing green square icon representing an analytics dashboard. From this central icon, three arrows point to three circular icons: a bar chart, the Google Analytics logo, and the Facebook logo. A small green checkmark icon is positioned above the central dashboard icon.



Organizations face a difficult decision: continue using ad trackers and risk serious HIPAA violations and legal consequences, or remove them and face soaring marketing costs while searching for a privacy-first solution.

Removing Ad Trackers Causes Major Disruptions:

- **Skyrocketing Cost Per Lead (CPL):** Without accurate data, advertising platforms can't optimize campaigns, driving up CPL.
- **Inefficient Marketing Spend:** Inaccurate or missing data leads to ineffective strategies and wasted resources.
- **Reduced Visibility:** Limited insights make it difficult to make informed marketing decisions.

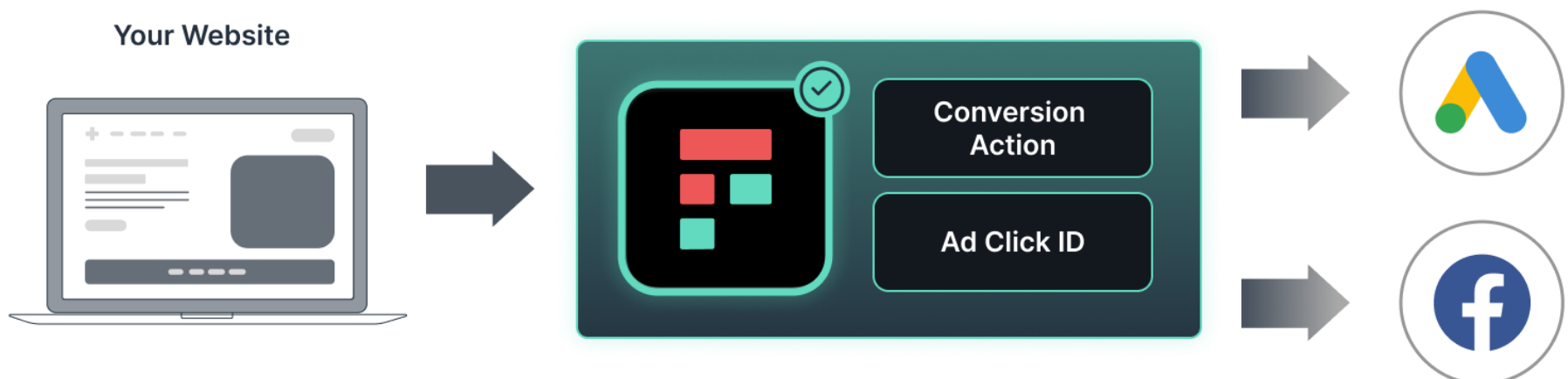


Rather than waiting for compliance issues to worsen, a smarter strategy is to implement a durable solution now—one that can adapt quickly to changing HIPAA guidelines and state privacy laws.

How to Restore the Data Feedback Loop & Also Protect Privacy

There is a ray of hope for marketing and legal teams looking to strike a balance between privacy and promotion. Even though the native tracking technologies that power digital advertising tools like to capture as much information about your website visitors as possible, they don't need all of it to perform.

Native tracking technologies, by default, capture information like the names of web pages visited, the text on button clicks, and identifiers like IP addresses. But none of that information is required to run effective advertising on those platforms.



Ad platforms need a limited dataset to work effectively.

A better option for conversion tracking is to severely limit the data being shared to advertising platforms like Google and Facebook. Say your marketing team's goal is to capture leads in the form of visitors scheduling an appointment. Google and Facebook only need the Ad Click ID (from the native ad platform when the user clicks the ad), and a conversion happens. That conversion needs to be generically named (like "lead") so that it doesn't contain any health information.

By limiting the data set sent to Facebook/Google servers, you can avoid sharing PHI.

This is how [Freshpaint can help healthcare marketing and legal teams run effective advertising campaigns while protecting patient privacy](#).

Freshpaint replaces all native advertising tracking technologies and sits between your website and Facebook and Google Ads. Freshpaint helps keep consumer data safe by:

- **BAA For Full Protection.** Freshpaint signs a BAA and is purpose-built to collect, store, and manage sensitive data across your tech stack (Facebook & Google do not sign BAAs for their ad platforms).
- **Safe by Default.** Freshpaint's default state is never to send ANY data to non-compliant tools. This prevents things like IP addresses and health information from accidentally being shared. Healthcare marketing and legal teams must opt-in to send any data.
- **Forced Allowlists.** You choose the data and events you want to continue to send through an easy-to-use user interface, eliminating the risk of accidentally sending PHI. By doing this through a UI vs. in the codebase, legal and compliance teams always have complete visibility to what data is being shared to which tool.

By using these practices, healthcare organizations can use digital advertising channels effectively while maintaining strict compliance with HIPAA regulations and Privacy laws. It's a delicate balance, but with careful planning and execution, organizations can reach their target audiences, drive conversions, and avoid issues with the regulators.

Real-World Impact: Freshpaint Restores Performance for Healthcare Marketing

Here's what happened to five organizations that "went dark" and removed ad trackers:

HEARTLAND
DENTAL

- **Heartland Dental:** Experienced an 8x increase in CAC after removing ad pixels. Restoring the data loop with Freshpaint brought their CAC back to baseline.

vybe
urgent care

- **Vybe Urgent Care:** Struggled to verify data accuracy due to missing tracking components. With Freshpaint, their data is more accurate than before.

ALLERGY PARTNERS

- **Allergy Partners:** CPL jumped to \$300 and dropped back to \$12 after adopting Freshpaint.

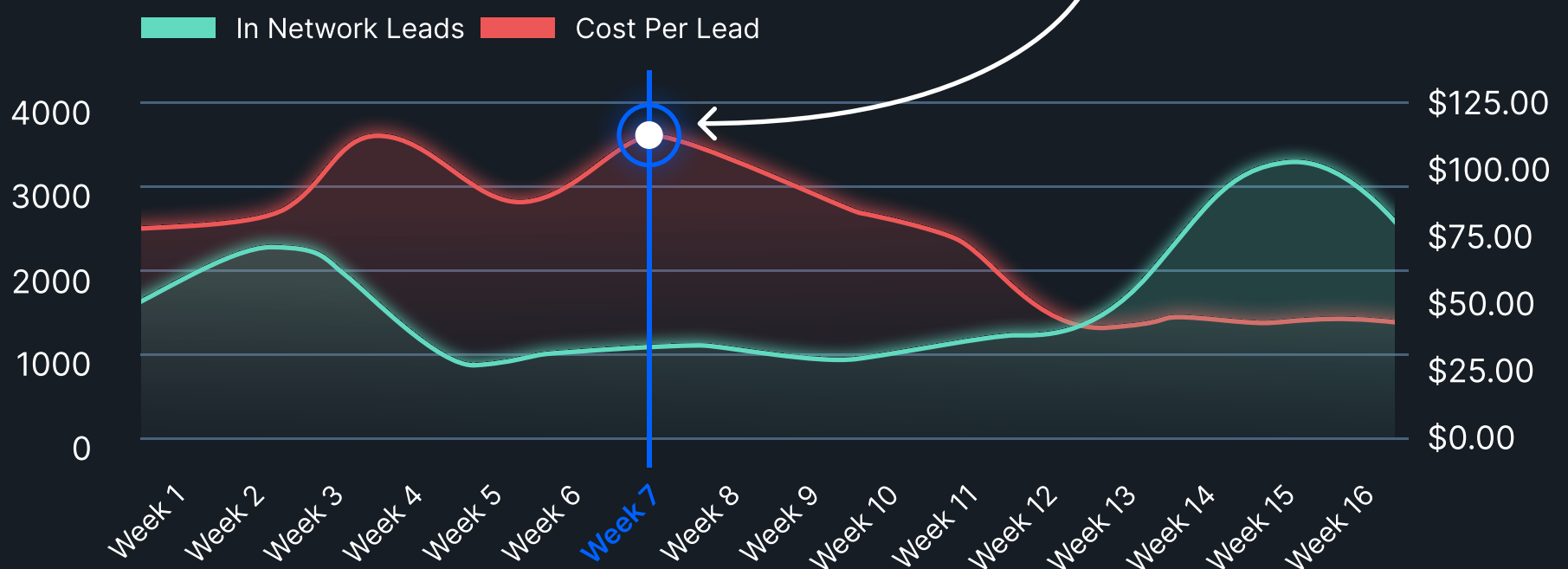
- **A behavioral healthcare provider:** Saw Cost-Per-Acquisition (CPA) spike, which dropped by 70% post-Freshpaint implementation.

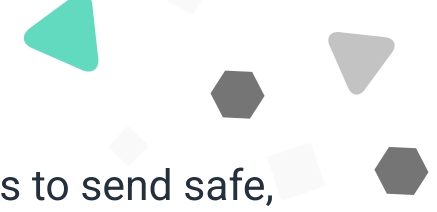
- **A top-ranked specialty hospital:** Witnessed a 50% reduction in Cost Per Click (CPC) upon implementing Freshpaint to restore data to their ad platforms.



70% Decrease in Cost Per Lead

Freshpaint Optimization





The common thread across these successes is that Freshpaint enables companies to send safe, compliant data back to advertising platforms without compromising user privacy.

By implementing Freshpaint, organizations can:

- **Restore Critical Data Flow:** Ensuring ad platforms receive necessary data to optimize campaigns.
- **Reduce Marketing Costs:** Bringing CPL, CPA, and CPC back to baseline levels.
- **Enhance Reporting and Strategy:** Providing accurate insights for better decision-making.



What customers say

“Freshpaint has been able to enhance our reporting, and, ultimately, what we're doing in terms of strategy.”

— Andrew Lacomba, [Vybe Urgent Care](#)



“By using Freshpaint we get to replace the native pixels from Google and Meta to fully govern what data gets shared with those platforms.”

— Andy Waldrop, [WebMD Ignite](#)



“Freshpaint has helped us future-proof so that no matter what campaign we stand up or what changes happen in technology, they're already on it.”

— Lauren Anderson, [Baptist Health](#)



Protecting Patient & Member Privacy While Optimizing Ad Spend

By turning the lights back on, Freshpaint empowers healthcare companies to navigate data compliance while maintaining marketing effectiveness. The result is optimized advertising spend, reduced inefficiencies, and improved strategic outcomes.

Find out what happens when you remove data from your marketing campaigns with Freshpaint's ROI calculator.

[Calculate the Cost of Removing Ad Pixels](#) ↗



Free Compliance Audit for Healthcare Organizations!

Scan your website for privacy risks.

With Freshpaint's Web Tracker Manager, you can protect sensitive patient and member data by gaining full visibility into what trackers are running on your website. Our tool scans each page, waits for all trackers to load, and intercepts outgoing requests—giving you a complete audit of where and how trackers are operating. Each audit includes important context such as the tracker's discovery date, its risk level, and the specific pages it is found on.

Curious about what's happening across your domain? Complete the form, and we'll provide a detailed report of all the trackers in use.

[Scan my site](#) ↗

Tracking Tools (10)

Tracking tool	Pages detected	Risk	First detected
Google Analytics	6	HIGH RISK	11/1/2023 →
YouTube	5	HIGH RISK	11/1/2023 →
Google Fonts	127	LOW RISK	11/1/2023 →
Google Tag Manager	127	LOW RISK	11/1/2023 →
graph.facebook.com	84	UNKNOWN RISK	11/1/2023 →
pixel.wp.com	127	UNKNOWN RISK	11/1/2023 →

About Freshpaint

Freshpaint is a Healthcare Privacy Platform that bridges the gap between privacy and digital marketing by ensuring sensitive data is never shared with tools that aren't HIPAA-compliant. Freshpaint replaces untrusted tracking technologies from tools like Google Analytics, Facebook, and Google Ads, then provides a governance layer that controls what data gets shared with those platforms.

Want to keep learning?

Visit [Freshpaint.io](https://freshpaint.io) ↗

Contact us at sales@freshpaint.io ↗

Connect with us on [LinkedIn](#) ↗

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