

# HIPAA Compliance

CallTrackingMetrics offers a set of features that empower healthcare providers to maintain compliance with the regulations of HIPAA and HITECH while still being able to leverage critical data for their marketing and sales departments.

The CallTrackingMetrics (CTM) platform gives businesses the ability to attribute calls, chats, texts, and form fills back to particular advertising campaigns, to manage the performance of agents, and to efficiently route those customer communications. ROI reports paint a picture of how well your advertising and marketing efforts are paying off.

As a healthcare provider, you need a way to track the performance of advertisements and call center agents just like other businesses, but you also need to protect the sensitive information being collected. Use of our call tracking software falls under the administrative operations usage of PHI. As such, a Business Associate Agreement needs to be in place between CTM (the Business Associate) and the Customer to document the requirements of that relationship as it relates to HIPAA.

In addition, CTM provides features to ensure that PHI is protected and HIPAA responsibilities are fulfilled.



65% of businesses rank incoming calls as the source of their most qualified leads.

70% of marketers don't have the ability to track inbound calls from their current systems.

Get peace of mind with CallTrackingMetrics' robust security features for healthcare marketers:



#### **ENCRYPTED IN TRANSIT**

CallTrackingMetrics is encrypted using Transport Layer Security (TLS).



#### **ENCRYPTED AT REST**

CallTrackingMetrics' platform uses encrypted volumes to store permanent data.



#### **LOGGING**

All access and modifications to PHI is logged by user, timestamp, and IP address.



#### **SECURE NOTIFICATIONS**

Customize visible and accessible fields when setting up email or text notifications.



#### **SECURE ACCESS**

All plans allow for an unlimited number of users and a variety of access levels.



#### **DEDICATED SERVERS**

CallTrackingMetrics uses dedicated servers for all portions of the platform that may handle PHI.