The CallTrackingMetrics platform gives businesses the ability to attribute calls back to particular advertising campaigns, to manage the performance of agents, and to efficiently route calls. ROI reports paint a picture of how well your advertising and marketing efforts are paying off.

Healthcare providers need a way to track the performance of their advertisements and call center agents just like other businesses, but they also need to protect the sensitive information being collected.

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

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.
HIPAA AND CALLTRACKINGMETRICS

CallTrackingMetrics provides businesses the ability to record, route, and report on phone calls coming into and going out of their facility/practice, so they can optimize ads and internal processes to maximize conversions. In the case of a medical practitioner, these calls may likely be a source of PHI.

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 CallTrackingMetrics (the Business Associate) and the Customer to document the requirements of that relationship as it relates to HIPAA.

In addition, CallTrackingMetrics provides features and options to ensure that PHI is protected and HIPAA responsibilities are fulfilled. These features are all available on the Advanced and Elite plans.

HIPAA COMPLIANT FEATURES:

- **Data in Transit**: CallTrackingMetrics platform is encrypted using Transport Layer Security (TLS)
- **Data 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/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

For more information, visit CallTrackingMetrics.com/HIPAA