

HIPAA and HubSpot Integrations:

Compliance Made Easy



Healthcare organizations must follow strict privacy and security regulations to comply with HIPAA laws—which can prove quite challenging when integrating healthcare tech with HubSpot.

Here's what you need to know about HIPAA-compliant HubSpot integration projects.

What Is HIPAA Compliance?

The Health Insurance Portability and Accountability Act (HIPAA) is a federal law that sets national standards to protect sensitive patient health information.

Covered by HIPAA

- ✓ Demographic information
- ✓ Medical history and records
- ✓ Health plan account numbers
- ✓ Biometric identification data
- ✓ Anything else considered "individually identifiable"

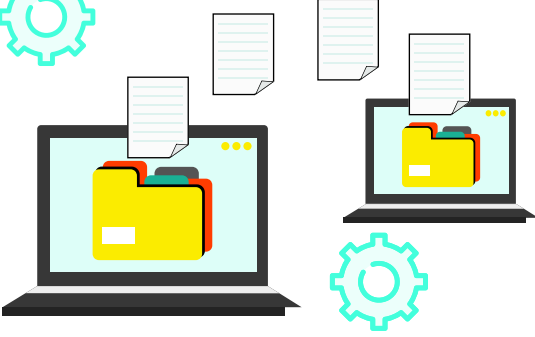
Not Covered by HIPAA

- ✗ Treatments and services offered
- ✗ Marketing communications
- ✗ Health plan policy changes
- ✗ Government program information
- ✗ Any specific information authorized by the patient

Consequences of Noncompliance

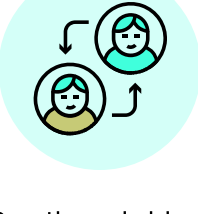
Healthcare organizations must safeguard protected health information (PHI) to avoid potential consequences of noncompliance such as:

- Financial penalties
- Civil lawsuits
- Negative publicity
- Criminal charges



HIPAA-Compliant Integration Use Cases

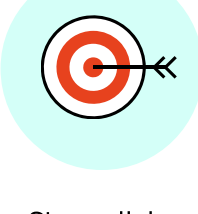
Healthcare organizations integrate technology for various purposes, including:



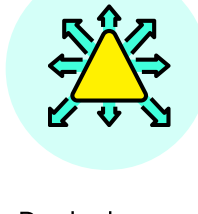
Creating a bridge between customer relationship management (CRM) and electronic health record (EHR) solutions



Automating appointment reminders and follow-up communications



Streamlining healthcare workflows for improved accuracy and efficiency



Deploying HIPAA-compliant healthcare marketing strategies

Example:

A healthcare practice is looking for ways to send targeted reminders to specific patient populations when they're due for health screenings and immunizations. The practice would like to integrate its EHR solution with HubSpot to send these marketing messages but must remain HIPAA-compliant while doing so.



Therein lies the challenge:

Today's savvy consumers expect marketing to be targeted and personalized to their individual needs—but how do you accomplish that while maintaining HIPAA compliance?

Enter
SmartBug.

Our Approach to HIPAA Integration Projects

SmartBug's integration projects follow a **four-step** process:

1 Discover

We get to know your business so we can make the best integration recommendations to meet your unique needs.

2 Design

Our integration specialists craft customized solutions to meet your needs and map out document data flow within our proprietary platform.

3 Build

We develop and test your project within a controlled environment.

4 Test

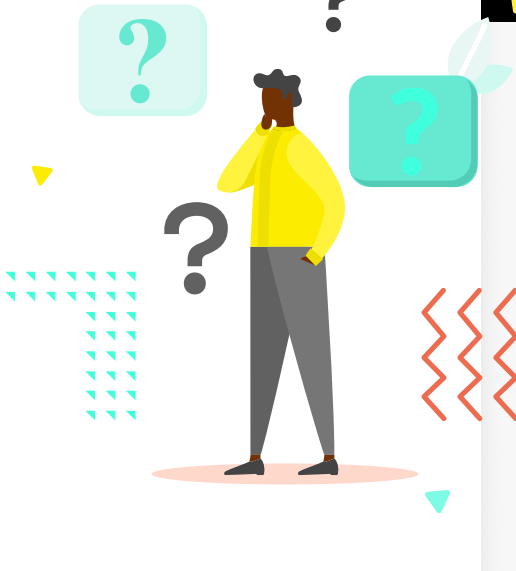
Once built, we provide a demo for your review and complete rigorous testing and quality assurance to ensure a successful launch.

For HIPAA integration projects, we take it a step further by:

Asking the right questions during the discovery phase.

Asking the right questions helps us tailor our process to meet your specific needs. Those questions include:

- ✓ Which solutions do you want to integrate with HubSpot?
- ✓ Are you looking for an on-premises or a cloud-based integration?
- ✓ Do you need a one-way or two-way data sync for your integration?



Establishing best practices for HIPAA compliance integrations.

We make recommendations to help you deliver great marketing communications without risking noncompliance. (For example: Avoid using personalization tokens in emails; instead, stick to using more general language.)



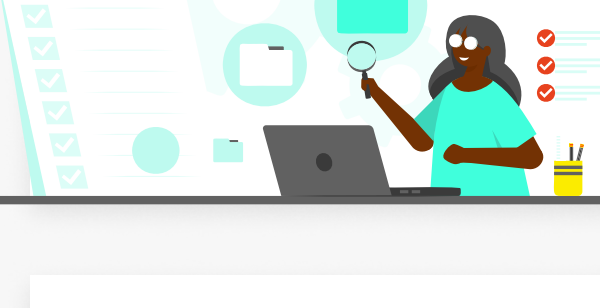
Running integrations through a HIPAA-compliant environment.

Robust data encryption protocols within a HIPAA-compliant environment provide peace of mind that all data from your EHR solution is secure and protected.



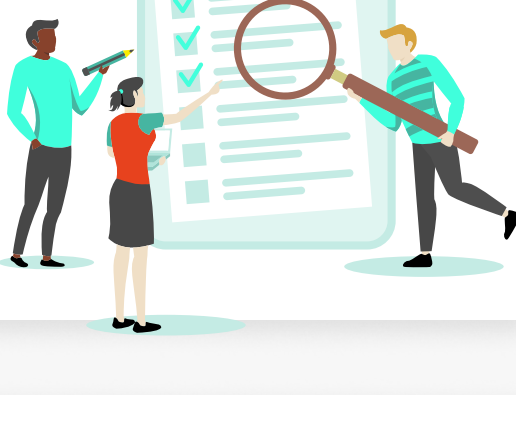
Mapping out what data is in compliance (and what isn't).

Data mapping enables us to plan out exactly what's in compliance and what's not—before we even begin designing an integration.



Scrubbing data that comes from electronic health records.

It doesn't stop with data mapping. Our integration experts diligently sanitize and scrub data to ensure only compliant fields—and no HIPAA data—are stored in HubSpot.



Testing after the integration for quality assurance.

After building the integration, we conduct rigorous testing leading up to launch to make sure everything is working as it should and no PHI is being stored in HubSpot.



Talk to a SmartBug expert to discuss your organization's HIPAA integration project and how we can help bring it to life.

Talk to Us