



Protect health data privacy

Track and measure digital engagement without compromising patients' sensitive health information



Health systems must continue to protect patient data

For years, health systems have relied on Google Analytics to track user engagement, and Meta to market and brand build. However, the U.S. Department of Health has deemed these ubiquitous technologies as a severe-HIPAA-compliance risk. In response, some health systems are reevaluating the usage of Google and Meta, while assessing how to migrate to analytics that meet HIPAA standards.

Approach

- Comprehensive anonymous tracking
- HIPAA compliance at scale
- Reduced liability exposure and risk
- Ability to keep Google Analytics
- Confidence that Google doesn't have access to the 18-HIPAA Identifiers
- Protection of patient' privacy
- Expert consultation and review

Keep Analytics, maintain visibility, and scrub out PHI

HIPAA compliance and patient data is at the heart of everything DexCare does.

Working with legal, regulators, and data scientists, DexCare developed a novel, server-side solution that removes PHI and PII from analytics data. The result is a secure pathway for health systems to keep Google Analytics, to measure digital engagement, and do so without collecting and passing sensitive data.

Technology

DexCare uses a proxy backend for Google Analytics (GA) and Google Tag Manager that scrubs and removes PHI and PII before sending data to Google. Data is routed to a customer's existing GA account to measure agnostic, user-engagement metrics. The server-side proxy can be applied to all web pages.



Built by and for health systems

Since its spin-out from Providence in 2021, DexCare has remained on a rapid growth trajectory, developing partnerships with leading U.S. health systems, and reaching more than 57 million patients across all 50 states. A departure from conventional-health tech, DexCare is an API-first platform that uses a cloud-native, microservice architecture. We're purpose-built for scale, flexibility and rapid deployment.

