



## HOW Healthcare Websites Accidentally Violate HIPAA Through Tracking

### Undetected Risk in Your Patient Journey

Most healthcare sites are running dozens of trackers. Many of them fire automatically. And many continue firing when PHI is present. Regulators are no longer issuing warnings, they're issuing penalties.

	Novant Health	BetterHelp	GoodRx
The Violation	<b>Incorrectly configured</b> Meta pixels on patient portals leaked PHI during login and appointment requests.	<b>Deceptive sharing of</b> sensitive mental health questionnaire data with advertisers after promising total privacy.	<b>Unauthorized disclosure</b> of sensitive health data to Facebook and Google for advertising.
Data Exposed	Email addresses, phone numbers, and IP addresses of portal users.	User email addresses and details regarding suicidal thoughts and medications.	Prescription history, health conditions, and personal contact info.
Financial Impact	<b>\$6.6M</b>	<b>\$7.8M</b>	<b>\$1.5M</b>

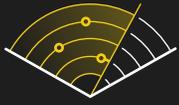
In today's regulatory climate,

**“we didn't know that tag was there”**

is no longer a viable defense.

# Diagnostic Visibility for your Digital Ecosystem

ObservePoint is the premier automated website scanner for digital HIPAA governance. It acts as a diagnostic engine, providing the visibility needed to pinpoint every tracking script across your web ecosystem. Even extending into the secure, authenticated patient environments that standard tools miss.



## Monitor Authenticated Environments

Identify trackers where patients share their most private data, such as on patient portals and prescription refill pages.



## Validate Sensitive User Journeys

Inventory every third-party technology interacting with your lead-gen forms, appointment bookings, and intake flows.



## Retain Audit Data

Seven-year historical record of your digital tracking activities to support legal discovery and prove long-term compliance.



## Ongoing Automated Testing

Current and verified map of tracking technologies in a dynamic website environment.

In healthcare, a missed diagnosis is catastrophic for both the provider and the patient. ObservePoint provides the essential diagnostic clarity needed to uncover tracking vulnerabilities.

**Don't let hidden tracking technologies become an institutional liability.**

## Schedule your digital privacy audit today.

Fill out a quick form, and we'll schedule a time to demonstrate what a digital privacy audit would look like for your organization.

[Request a Demo](#)