

3 Benefits of CallRail's Healthcare Plan for call tracking



Healthcare companies have a tough job—marketing to patients while complying with the Health Insurance Portability and Accountability Act's (HIPAA) stringent guidelines on maintaining patient privacy. When privacy is the top priority, how do you leverage the valuable data you need to effectively recruit patients?

CallRail's Healthcare plan supports your HIPAA compliance through additional security measures and advanced record-keeping while still providing the marketing leads you need. Not only does CallRail's Healthcare plan protect personal health information (PHI), you can use our AI-powered Conversation Intelligence®, which helps maximize call insights without any additional risk.

Let's explore how CallRail's Healthcare plan is designed to serve the unique needs of healthcare organizations and the agencies that serve them.

1. Share the burden of HIPAA compliance with a Business Associate Agreement

HIPAA requires extensive records of your compliance efforts, and CallRail's data security advancements support your efforts. Upon signing a Business Associate Agreement (BAA), we not only share the responsibility of keeping PHI safe, but our call tracking software will act as a data diary sufficient for any HIPAA compliance audits. You'll have a complete log of when patients have called and who has viewed their information afterward.

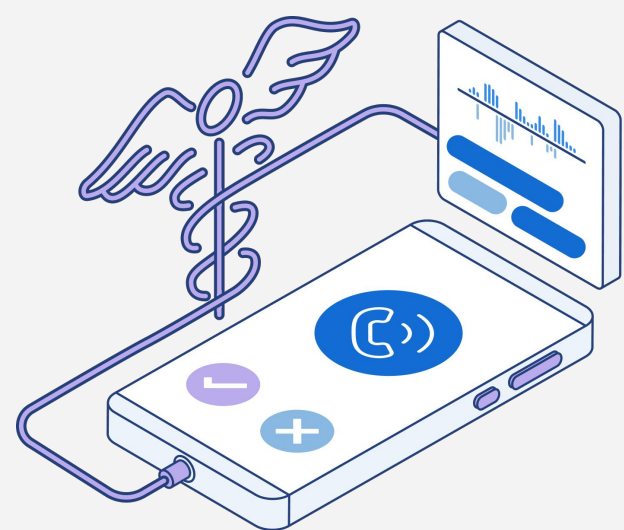


2. Help protect your staff from human error with healthcare-specific security features

In a busy office, how often does your staff turn away from their workstations, leaving sensitive information on the screen and out of HIPAA compliance? CallRail's Healthcare plan protects your patients' information by including additional safeguards like redacted caller IDs in transcripts, text messages, form submissions, automatic logouts after 30 minutes, and specific credential requirements to access call recordings. You get all the information you need to identify high-value leads without exposing your patients to risk.

3. Get powerful call insights without sacrificing security

Patient privacy may seem like a double-edged sword: the patient is protected, but your insights may feel limited. Our AI redaction seamlessly protects the personal health information of patients while still giving you access to key capabilities like call recordings, transcripts, summaries, and advanced call flows. With this valuable information, you can prepare for whatever is coming your way, allowing you to staff appropriately and anticipate surges in your practice.



Are you ready for a partner that understands your challenges?

The healthcare industry has unique privacy challenges, and CallRail understands the nuances of HIPAA and the HITECH Act. Together, we can work to stay compliant and propel your practice forward.

Maximize your marketing and protect patient privacy with CallRail's Healthcare plan.

Contact our account management team at analytics@callrail.com

