

How A Leading Healthcare Company Stays HIPAA-Compliant with MetaRouter

Simply put, sharing customer data in a compliance-filled world is sometimes impossible- and always risky.

Integrating marketing and analytical tools with HIPAA is no small feat. With regulations around audits, remediation plans, staff training, documentation, formal Business Associate Agreements (BAAs), and even incident plans, HIPAA is one of the most stringent regulations in effect.

Any organization managing protected health information (PHI)—or performing services for a covered entity handling PHI—can't use the typical SaaS tools for marketing and analytics unless those tools are also HIPAA compliant, which is almost never the case.

The Challenge with HIPAA

One of our partners, Effin Amazing, provides marketing stack and automation services, funnel optimization, analytics and metrics for big-name brands like Kissmetrics, Forks over Knives, Funding Circle, and more.

- **One of their clients in the healthcare industry needed a HIPAA-compliant customer data infrastructure.** Specifically, their client wanted to stream customer data—which contained PHI—to tools like Blueshift and Amplitude, while also storing a copy of that data in Amazon Simple Storage Service (S3) for internal use. This required a HIPAA-compliant data routing platform willing to sign a BAA.
- **They couldn't find one.** Of course, even asking for a signed BAA is somewhat risky: at the end of the day, an organization is still putting compliance in the hand of a third party and losing control. What our client really wanted was easy, reliable, and compliant data integrations with third parties
- **That's where MetaRouter came in.**



The MetaRouter Solution

When a customer is HIPAA-compliant, MetaRouter is HIPAA-compliant. Although MetaRouter offers *Your Cloud* and *Our Cloud* deployments, the entire platform is designed to be hosted on any private cloud. This gives total control of data governance to our customers.

In this scenario, our customer has deployed MetaRouter on their private Amazon Web Services (AWS) environment and leverages MetaRouter's proprietary server-side integration library, keeping all the data processing and transportation secure from collection to delivery. They also redact and encrypt parts of their event payloads for specific vendor integrations, directly from the MetaRouter platform.

Our approach eliminated the risk of a HIPAA breach—this meant that MetaRouter did not even have to sign a BAA. Data insights and marketing automation are now available to this customer, without the worry that their customer data is being mishandled by third parties.

Thanks to MetaRouter's secure-by-design approach, this HIPAA-compliant health organization knows that their PHI is in good hands: their own.

About MetaRouter

MetaRouter is a platform that replaces third-party tracking with a first-party, server-based Customer Data Infrastructure. The platform is deployed within a private cloud environment, meaning that any tracking is performed first-party and is entirely controlled by you. Third party vendors still receive the data they need to deliver value, but nothing else- and that is why this healthcare company can continue to move their analytics and marketing capabilities forward with their preferred partners and tools.