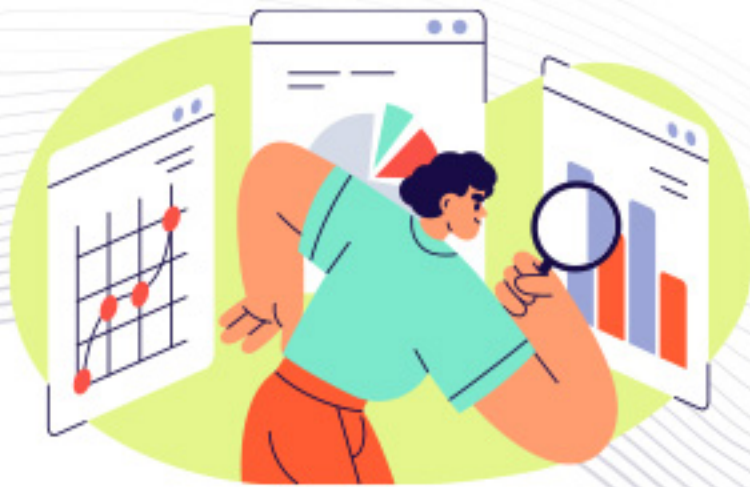


**6 of the 10
biggest hospitals
are risking a HIPPA
violation by using
Google Analytics.**



— Did You Know...



Analytics is not a
HIPAA-compliant tool

HHS says tracking on
hospital websites could
be a HIPAA violation



Google won't take
responsibility for
protecting HIPAA-covered
patient information

— The Question

Are the violations worth
using Google Analytics?

NO

— The Solution

Echo-Factory's experienced healthcare marketing team.



Applying HIPAA-compliant tracking technologies



Implementing tools that anonymize user-data

