Celebrus

2.2x Sessions Increase:
Celebrus Powers HIPPA-Compliant Digital Visibility

USE CASE: MARKETING BEHAVIOR ANALYSIS | INDUSTRY: HEALTHCARE

CHALLENGES

One healthcare organization recently faced the challenge of maintaining visibility into visitor activity on their digital properties after deciding to remove third-party tracking technologies like Google, following guidance from the U.S. Department of Health and Human Services, Office for Civil Rights (HHS). This decision led to a critical need to regain insights into visitor interactions across their hundreds of domains while ensuring compliance with HIPAA and privacy regulations. However, they also recognized the complexity of identifying and connecting with digital visitors, as a large portion of their traffic remained anonymous despite repeat visits to their site.

USE CASES

- Digital identity resolution
- Easy integration
- Consumer engagement
- Patient experience
- Privacy & Compliance (HIPAA)

SOLUTION

The healthcare organization selected Celebrus for its ability to provide live-time identity resolution and digital data collection. Celebrus, a true first-party data platform that is compliant with the HHS guidance, was deployed across hundreds of domains in less than 5 weeks, offering a complete data model and first-party digital identity from day one. The healthcare organization refers to this as their "digital patient data model," which has become instrumental in their approach to understanding and engaging with their patient base. The platform enabled this healthcare organization to capture, contextualize, and understand first-party data across all channels and devices along various digital touchpoints to create more accurate attribution and personalized experiences—all while maintaining compliance with HIPAA regulations and the HHS's privacy guidelines, which limits the use and disclosure of patients' personal data.

Celebrus also provided full-scale dashboarding capabilities, specifically designed for essential operational functions. These dashboards, integrated into their digital patient data model, allowed the healthcare organization to drive better business outcomes by providing actionable insights into key patient engagement metrics.

RESULTS

- **Rapid Implementation:** Successfully deployed across hundreds of domains in under 5 weeks
- **Enhanced Digital Front Door:** Celebrus extended the digital front door to owned properties, improving the patient and consumer experience by connecting digital identities in live time
- **Increased Data Visibility:** Restored visibility into visitor activity from day one, capturing first-party data to build the digital profiles across all channels and devices along all digital touchpoints
- **Improved ROI:** Session counts increased from 36 million to 80 million, reflecting a more engaged and active user base
- **Full HIPAA and Privacy Compliance:** Ensured full compliance with HIPAA regulations by securely managing patient data and maintaining privacy standards across all digital interactions

By leveraging Celebrus, the healthcare organization not only regained the visibility they lost but also significantly enhanced their ability to understand and act on visitor data. Celebrus' rapid deployment, digital identity resolution, and comprehensive data capabilities, now integral to their digital patient data model, allowed the healthcare organization to maintain a strong digital presence while ensuring privacy compliance. Celebrus is the most powerful digital capture platform available, driving more value with fewer resources, and enabling healthcare organizations to deliver a superior patient and consumer experience.