



HIPAA MARKETING AUDIT

Use this checklist to self-evaluate whether your marketing is HIPAA compliant.

Are you using HIPAA-complaint marketing and analysis tools?

Any information on a server you're using is encrypted and stored with an off-site backup
Any data you're receiving or sharing with your patients is secure from any external threat

Are you protecting patient data on social media?

You're not including any patient data in your posts and profiles (unless you have consent)
You're not collecting patient-specific information through social media
You're not posting photos of patients (unless you have consent)
Your photos don't include confidential information (foreground and background)
No one else is taking pictures freely in your building

Is PHI secure when using email?

Every sent email is encrypted
Your servers that store emails are encrypted
Third-party email marketing tools are encrypted
Your email servers are encrypted

Is your website data encrypted?

Your website forms are compliant and encrypted
Appointment requests are encrypted
Contact forms are encrypted
Your website SSL (secure sockets layer) is encrypted
You have a HIPAA privacy policy on your website

For case studies or real patient photos, have you obtained signed consent?

The consent states what PHI will be used
The consent states who will use the PHI
The consent states who the PHI will be shared with
The consent states an expiration date
The consent states the purpose for using the PHI
The consent states the patient's right to revoke the information

Do you have business associate agreements (BAA) with third-party companies?

Your dental website company
Dental marketing agency
Third-party integration companies that collect, store, or transmit ePHI (i.e. online patient forms, scheduling, payments, etc.)

Is any ePHI stored with your website hosting company?

Your hosting company captures, transmits, and stores ePHI with the HIPAA encryption requirements mentioned above
They've signed a BAA

Does your website have prominently placed HIPAA Notice of Privacy Practices?

It's easy for patients to find

Has a HIPAA attorney reviewed the notice for compliance?

They've approved it