

Pixels, Privacy, & Security: Navigating the Confluence of Analytics Trackers with HIPAA Regulations

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- **Understanding the Landscape:** By the end of the presentation, participants will be able to identify and describe the primary functions and benefits of using web analytics tools, such as Google Analytics, within EHR patient portals and why organizations might want to deploy them.
- **Navigating the Intersection of Technology and Regulation:** Attendees will understand the specific provisions of HIPAA that pertain to digital tracking in EHR portals, and how these rules can impact both patient privacy and the operational practices of healthcare providers.
- **Striking a Balance for the Future:** Participants will recognize best practices for implementing and maintaining web analytics in EHR portals that respect patient privacy, comply with HIPAA regulations, and still provide the valuable insights that healthcare providers seek.

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