

Privacy-First Patient Acquisition

Powered by Simpli.fi + Freshpaint

Healthcare advertisers face a hard tradeoff: meaningful conversion tracking often conflicts with HIPAA compliance. Simpli.fi's Freshpaint integration eliminates that tradeoff, enabling localized patient-acquisition campaigns with privacy-safe measurement built in. Simpli.fi and Freshpaint enable healthcare organizations to run secure, localized patient acquisition campaigns and track the full patient journey while maintaining strict privacy and regulatory compliance. Gain clear visibility into campaign performance, reach patients when they need care most, and measure closed-loop ROI with confidence.

How It Works

What You Need to Get Started

- An active Freshpaint account with the Healthcare Privacy plan
- Freshpaint installed on your website in place of standard tracking pixels

01

Someone views or clicks on your ad

02

Freshpaint captures user actions on your website, such as clicks and form fills

03

Freshpaint filters out private health information and sends Simpli.fi only HIPAA-compliant conversion data

04

Simpli.fi ties conversions back to your campaigns for full closed-loop reporting

How Patient Data is Protected

Freshpaint sits between your website and Simpli.fi, filtering out protected health information (PHI) before any data is shared. This enables HIPAA-compliant tracking while preserving full visibility into campaign conversions and performance.

Benefits

- Run compliant campaigns without sacrificing performance
- Prove ROAS by connecting media spend to patient actions
- Scale localized media while keeping measurement safe and consistent

Ready to restore conversion tracking for your healthcare campaigns with Simpli.fi's Freshpaint integration?

Contact your Simpli.fi representative or reach out at hi@simpli.fi.