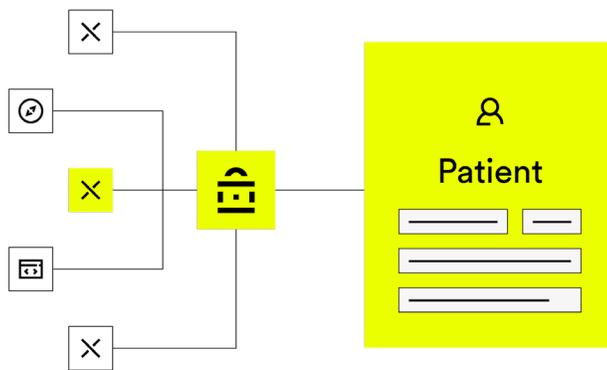




# Heap: Healthcare's Best Alternative to GA4

For Healthcare, GA4 is going to be more of an ailment than a cure. With limited compliance support and unsophisticated product insights, GA4 is not set up to meet the needs of Healthcare teams. Before you begin a tedious migration to GA4, see how you could modernize your data with Heap.



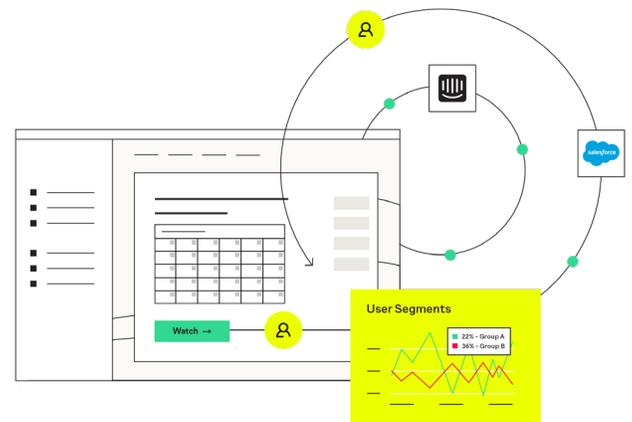
## Keep sensitive information safe & secure

Safeguard confidential data with custom security configurations, encrypted data, and PII protections.

If your security policies require a BAA, your Heap Account Manager will be able to facilitate that process.

With Heap's comprehensive approach to digital security, you'll have the controls you need to manage your data so you can stay protected & HIPAA compliant.

[Learn more about our world-class security for your data](#)



## Build a modern techstack through direct integration

Want to add integrations to GA4? You'll have to go through BigQuery, every single time. Plus GA4 limits the amount of data you can export.

With Heap, enrich your data with direct integrations to best-in-class tools, with no limits on data.

Want to pull user cohorts from Heap into other applications? Our Segments Sync API makes it simple.

[See what you could do with Heap's ecosystem of integrations](#)

# Heap delivers 3 major advantages for Healthcare over GA4:

Complete, automatic data capture	In-depth product insights	Self-serve analysis & data management
<p><b>With GA4</b> you get codeless tracking, but only for events specified upfront. Forgot to tag something or have new questions? You're out of luck.</p>	<p><b>With GA4</b> you can't discover key behaviors and events that you haven't already identified because you're only tracking what you've already tagged.</p>	<p><b>With GA4</b> you'll need a SQL expert to glean anything beyond high-level insights. On top of that, GA4 is a manual tagging platform. Engineering will be needed for updates to events or user attributes.</p>
<p><b>With Heap</b> your data will be automatically captured from the moment you install our snippet. As your data continues to update in real-time, you'll have retroactive data access at any point in the future. With Heap you'll reduce engineering burden while providing the data you'll need to make business and product decisions in real-time.</p>	<p><b>With Heap</b> you'll get comprehensive product analytics that even catches opportunities you've overlooked. By layering powerful data science combined with session replay onto funnel and user journey analysis, Heap automatically identifies what matters most and then shows you why.</p>	<p><b>With Heap</b> anyone can get the answers they need, regardless of technical skill level. Heap makes it easy for anyone to redefine attributes. Not everyone has to have keys to the castle. You'll have full control over who can access and manage what in Heap.</p>

## TRANSFER TO HEAP

### What does transferring to Heap look like?

All you have to do is:

1. Install Heap's javascript snippet and immediately start collecting all data

And that's it! You'll be able to start using Heap to:

- Query data in real-time
- Surface retroactive insights
- Identify key moments of friction & conversion

**Benefit:** Inform business & product decisions more quickly and confidently from a complete dataset.

## TRANSFER TO GA4

### What does transferring to GA4 look like?

Well, to start you'll have to:

1. Set up GA4
2. Set up Google Tag Manager
3. Tag (or retag) every event on your site
4. Wait for new data to be collected
5. Hope you've tagged the right events

*What about existing GA data? Oh, you lose all of that.*

**Cost:** months of time, energy, and resources to achieve a satisfactory implementation while slowing your time to insight.

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