



# Heap for Healthcare

Heap's digital insights platform captures complete behavioral data for Healthcare organizations looking to build the best digital patient experience. Easily access the right data while maintaining compliance with relevant laws and regulations. Identify how patients utilize your systems, if there is friction in their experience, and what's driving them to engage.

## How digital teams for Healthcare use Heap



Insight into conversions from booking & scheduling



User engagement across websites, portals, and more



Identifying friction to improve the patient login experience



Measure content effectiveness for better targeted communications



In-depth insights into user paths & integrated data syncs for complete reporting & analysis



### Keep patient data safe and secure

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

Manage your data with confidence and maintain compliance with relevant laws and regulations.



### Automatically capture events without manual tagging

Get access to all of your behavioral data, without manually tracking all of your events.

Install Heap with a single snippet, and you'll have access to all the retroactive data when you're ready to use it.



### Get speed to insights

Quickly understand what's working without waiting for your data to surface actionable insights.

View the complete digital journey including where drop-off is happening and how conversions are impacted.

# 6 major benefits for Healthcare

Enable your digital teams to get fast, actionable insights that help build better digital experiences for patients.



## Retroactive Data

Get access to all of your behavioral data from the moment you install our snippet.

Reduce effort in manually tagging your events and get actionable insights when you need it.



## Self-Serve Analytics

Empower non-technical teams to get insights like conversion funnels and user journey analysis without burdening engineering resources to consolidate those insights for you.



## Data Governance

Centralize your data and maintain control over who can access or manage certain data.

Standardize your event definitions as an admin, ensuring consistency across your data no matter what.



## Advanced Segmentation

Go beyond basic web and event tracking with more in-depth behavioral analytics. Define segments based on how users engage or pull user cohorts and sync to your existing applications for more personalized, targeted communications.



## Data Syncs to 60+ Integrations

Enrich your data with any of our built-in technology integrations or use Heap Connect to automatically capture behavioral data and send it directly to your warehouse without any third party tools.



## Migration Support

Get full support for a seamless migration off your legacy data analytics solution.

Trusted by:

**varian**  
A Siemens Healthineers Company

**smile**  
DIRECT CLUB

**23andMe**

**BAYER**

**divvyDOSE**

**natera**

**Oxford NANOPORE**  
Technologies

**care/of**

**AmericanAddictionCenters**  
National Rehabs Directory

**PlushCare**

To learn more visit [heap.io/heap-for-healthcare](https://heap.io/heap-for-healthcare)

**Heap**