

Healthcare Compliance Quick Guide

Sell to doctors with confidence — Private Label Agency

Why this matters to you

Healthcare is the highest-retainer, lowest-churn segment in local marketing — and most agencies are afraid of it. This one-pager is what you need to walk into a practice without fear, because your fulfillment (us) already handles the hard parts.

The four risk areas — and our posture

1. HIPAA / patient data

Our rule: zero PHI. Nothing we build or run stores patient information. Where a feature would touch it — forms, chat, call tracking — we architect it so the data stays inside the practice's own compliant systems. You never hold patient data either. If a client asks for PHI-touching work, that's a separate conversation requiring a BAA — flag it to us first.

2. Ad tracking

Regulators and courts have punished sites that send condition-level data to ad platforms via pixels. **We never configure tracking that transmits what a patient may have — only that an inquiry happened.** Documented per account.

3. Medical claims

No outcome guarantees, no "painless," no "best in [city]" (state boards regulate these). Every clinical statement in our content is fact-checked against sources and signed off by a clinician the practice designates. Your job in sales: get the practice to name that reviewer at intake.

4. ADA / accessibility (WCAG 2.1 AA)

Healthcare is the #1 target for website accessibility lawsuits. Every site we build passes WCAG 2.1 AA — and the audit/remediation service is a product you can sell to practices we didn't build.

What to say in the room

"Everything we publish is fact-checked and signed off by a clinician you choose. We never touch patient data — it stays in your systems. Your site will meet the accessibility standard that's driving lawsuits right now. And your tracking won't send patient information to Google or Facebook, which is what got [big health systems] sued."

Four sentences. Most competing agencies can't say any of them.

Red flags — walk away or call us first

- Practice wants patient testimonials with health details and no consent process
- Practice insists on outcome guarantees in ads
- Practice wants you to buy/import patient lists for marketing

privatelabelagency.com — sell it as yours.