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Questions in Regards to Engage HIPAA Compliance

At Practice Promotions, we take HIPAA compliance seriously as we know this is part of your trust in us to help you with your marketing.

The Engage email marketing system allows us to have an even greater level of functionality and remain HIPAA compliant.

Is The System Password Protected?

Your data, comprised of your patient email list, is kept safe within your own specific account, which includes access with 2-factor authentication if you would like an additional layer of password protection.

What Makes Engage HIPAA Compliant?

The Engage system is housed on its own specific HIPAA compliant server in a locked case, in a secure data center. This means that no unauthorized outside personnel can access the server and it is specifically designed for use with healthcare practices.

Sharing Your Email List

You can upload your email list and any updates directly into your own Engage email account. If you prefer our team to do it, please do not post to Basecamp. We will send you a secure separate email, which offers two-way encryption using Paubox, and you can respond with the list directly in that email.

More List Segmentation

Because the Engage system has a higher level of security, you can attach more data to your file. For instance, you can now segment your lists into patients based on their condition. This can help you send more targeted emails to groups on your list about a specific back pain workshop or other promotions you would like to promote.


Will The Emails Include My Email Address?

Yes, you can specify the email address that you would like the recipient to see in the "from" field.

Not Recommended For Two Way Communication Of Sensitive Information

Engage is an email marketing tool and is designed for the outflow of marketing emails from your practice. It is not set up with email encryption for two-way communication of sensitive information about a patient's care, so please do not use it for such. For example, asking how a patient is doing with their back pain and inviting a response to "email us back". It is certainly possible to set up for this and there are services, like Paubox that allow for two-way encrypted emails. In fact, we use this service for two-way communication encryption when requesting for your patient list emails or addresses.



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Engage Migration Frequently Asked Questions

Q: “So... what do I have to do for this migration?”

A: Nothing!

Our team will be handling the migration process from Campaign Monitor over to Engage. This includes any custom email templates, automations, and subscriber lists.

NOTE: If you have been uploading your subscribers directly into Campaign Monitor, please let me know. I will send you a secure email for you to attach your subscribers and add them into Engage AND your Campaign Monitor account while it is still in use.

Q: “Will I still have access to Campaign Monitor?”

A: You will have access to Campaign Monitor once the migration has been completed up until mid August. If you had email campaigns planned, you can still use this tool while we are rolling out the migration.

Q: “When can I use Engage?”

A: We’ll be rolling out your login information in the coming weeks when everything is fully migrated over. If you wish to send email campaigns out in the meantime, you can still use your Campaign Monitor account.

Q: “How do I use Engage?”

A: Our team is creating detailed training videos for your team to use as a resource and exploring Engage. Not to worry, Engage is very user friendly and quite similar to how you send out emails in Campaign Monitor.