Health Care Operator secures PHI data using tokenization

Company Category: Enterprise (> 100 Centers and > 20 Million Patients)
Application Involved: Salesforce Marketing Cloud

The Customer
As one of the biggest health-care facility operators in the US, our customer provides Cardiac, Cancer, Diabetic and other surgery/treatments under more than 16 Brands and has more than 200 thousand sensitive patient records in their Marketing Cloud instance spread across more than 1000 Lists and Data Extensions.

Key Challenge:
The Compliance and IT departments asked the marketing team to identify and purge all PHI data from the marketing cloud instance within a short 45-day timeframe.
The marketing team did not have the bandwidth or technical skills to meet the stringent data privacy requirements prescribed by the IT Team.

Solution
D+A proposed a solution that would
1. Use the API to pull all of the Lists and Data Extensions with all of the related fields.
2. Identify and prioritize lists and Data extensions that contain potential Personal Health Information (PHI) within the data.
3. Archive data that is old/inactive and no longer in use
4. Create an external Tokenization Server and Database (translation table) to codify the data
5. Upload the Tokenized and de-sensitized data back into Salesforce Marketing Cloud

The customer opted for a manual tokenization table instead of an external server but proposed alternate tokens, reviewed and approved the data.

Results
D+A identified and tokenized over 300 Lists and Data Extensions across 16 Brands in record time. Other than archiving a few additional Data Extensions and Lists, the company is using tokenization and is now fully compliant with handling PHI.