Published on *University of Colorado* (https://www.cu.edu)

HIPAA/Med-Only Contacts [1]

January 3, 2023 by Melanie Jones [2]

CU Anschutz Development sends periodic email communications to grateful patients as a component of their ongoing fundraising efforts. This document [3] summarizes how these contacts are identified and shared in CRM03, processed against existing data, and managed following the email being sent. Additionally, it documents questions we may want to consider as we develop a path forward for ensuring proper handling of confidential information.

Need HIPAA/Med-Only Contacts deleted from Salesforce? Submit a ticket [4] including details - Campaign ID(s) should be populated with the relevant campaign in this Salesforce Report [5] - which will contain those Contacts to be deleted.

Related Content

- Data & Tool Model [6]
- Salesforce Dashboards [7]
- How can I personalize my emails [8]?
- How can I be better organized in Marketing Cloud? [9]
- Set your Marketing Cloud default Login Preference to Email Studio. [10]

Display Title:
HIPAA/Med-Only Contacts
Send email when Published:
No

Source URL:https://www.cu.edu/blog/ecomm-wiki/hipaamed-only-contacts

Links
[1] https://www.cu.edu/blog/ecomm-wiki/hipaamed-only-contacts [2] https://www.cu.edu/blog/ecomm-wiki/author/39
[3] https://docs.google.com/document/d/10bGzsA4kEd7Bvp6CtyeKwBqoSRKuYBWSyj38YoI_THo/edit?usp=sharing
[4] https://www.cu.edu/ecomm/submit-help-ticket
[5] https://cuecomm.lightning.force.com/lightning/r/Report/00O5G000009F4wdUAC/view?queryScope=userFolders
[6] https://www.cu.edu/ecomm/strategy/data-model-tools [7] https://www.cu.edu/blog/ecomm-wiki/salesforce-dashboards [8] https://www.cu.edu/blog/ecomm-wiki/personalizing-your-email-preferred-name-or-other-attribute [9] https://www.cu.edu/blog/ecomm-wiki/folders-marketing-cloud
[10] https://www.cu.edu/blog/ecomm-wiki/set-default-login-preference