

Privacy Analytics enables Top 20 Pharma's innovative study design, saving 35% of costs totaling ~\$10M



Holistic privacy solution helps global pharma company achieve its real-world study needs

Situation

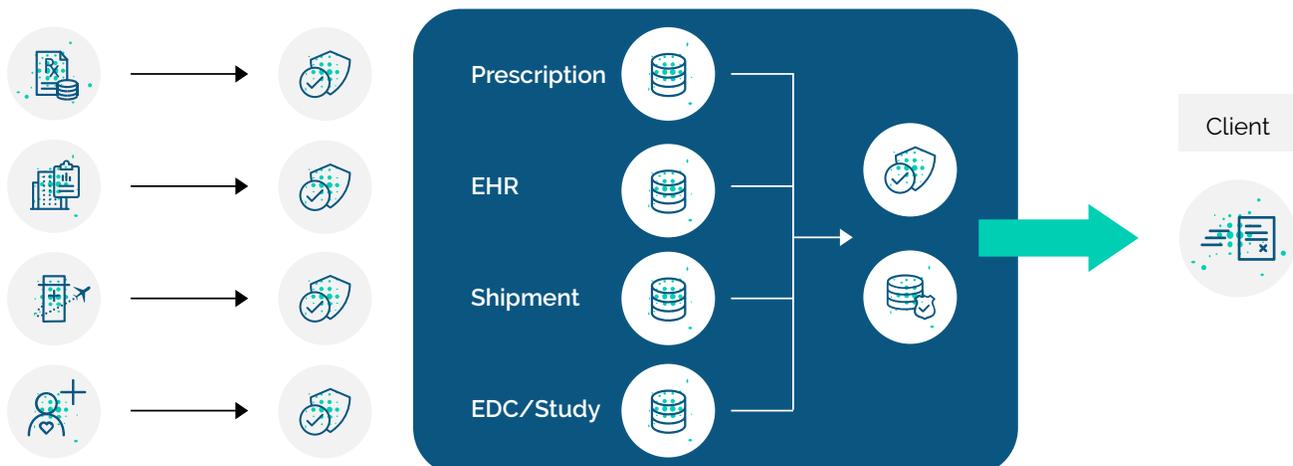
A global pharma company received FDA approval for a drug to treat a chronic disease. With uptake falling short of expectations, the client wanted to publish a comparative study between the new treatment and existing alternatives. They did this through the performance of a clinical observational study.

Challenge

However, enrolling patients during the pandemic with regular follow-ups was challenging and costly. The client designed a study to investigate whether administering the newly approved medication before hospital discharge would reduce the likelihood of readmission. The client wanted to optimize the study by using de-identified real-world data in both the intervention arm (when patients are prescribed the drug) and the control arm (to compare with standard of care treatment). However, linking identifiable Electronic Data Capture (EDC) study data with de-identified real-world data introduced **complex privacy and contractual risks**.

Solution

The client's innovative approach for this study was to integrate EDC study data collected at the time of patient enrollment and link it with multiple real-world data sources. These additional data sources included Electronic Health Records (EHR) and data about prescriptions, medical claims, patient hospitalization, and prescribers and drug shipments.



Privacy Analytics collaborated with study leaders to develop a custom process and data flow that enabled compliant and privacy-preserving linkage of study data with multiple real-world data sources. Privacy Analytics then conducted a holistic assessment to determine the likelihood of patient identification across the various data sources, considering the study context. This process delivered reliable linked data while remaining within contractual and privacy obligations – with auditable proof.

Results

With Privacy Analytics, the client was able to leverage innovative approaches to sourcing and linking data more easily and cost-effectively in ways not previously thought possible.

By integrating all the data sources with a single, consolidated privacy evaluation, Privacy Analytics enabled the client to realize their innovative study, costing 35% less than traditional study design techniques and saving the client nearly \$10 million.

Why trust Privacy Analytics?



- ✓ GDPR
- ✓ HIPAA
- ✓ CCPA



100s of other privacy
and data protection laws
worldwide



100s of clients served
over 16 years in business

Unleash data value.

Prove regulatory compliance.

With Privacy Analytics, you get proven technology and expertise to enable timely, usable data that can be safely linked and put to work – in compliance with global regulations – and backed by auditable proof.

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