

# Real World Evidence

## Healthcare's Golden Opportunity

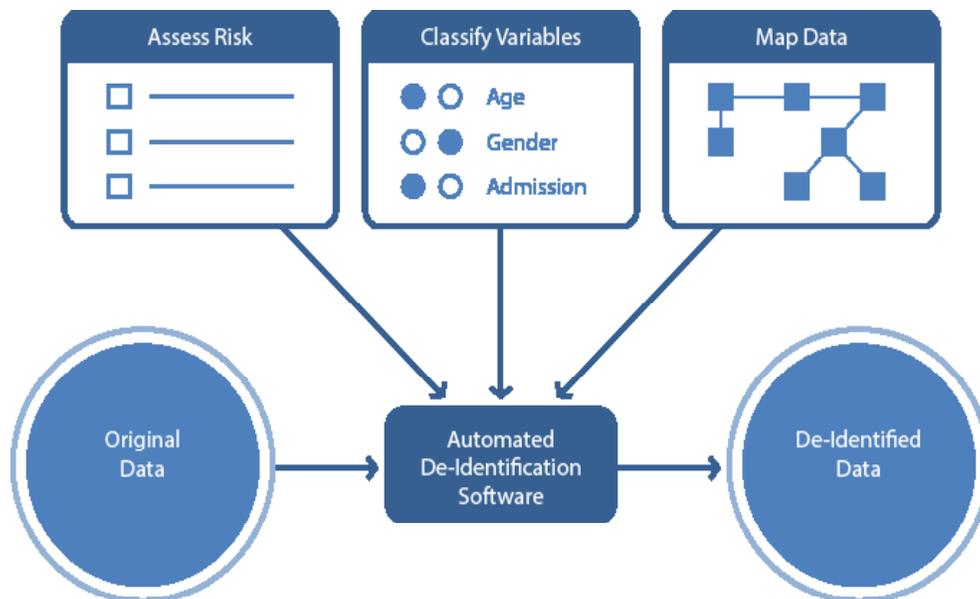
The proliferation of Real World Data (RWD) held in EMRs, disease registries, genomic datasets, social media sites and wearables is providing a view into the realities of patient care. For pharmaceutical companies, it is providing ground-breaking insights on treatment outcomes and gaps in therapy that is spurring new drug developments.

The highly sensitive nature of RWD makes protecting patient privacy a must to building an organization's RWE capabilities. Generating a constant supply of high-quality data can be achieved using the right approach to de-identification. While Safe Harbor de-identification protects privacy, the quality of the data is unsuitable for RWE analysis. Balancing privacy and use is essential for true analytics.

## Addressing Privacy Challenges

In an increasingly competitive environment, innovative drug companies are looking to RWE in order to maintain their strategic advantage. Unfortunately, for many organizations, privacy concerns can be a critical barrier to making progress.

The aggregation of data from a greater number of sources is creating richer and more comprehensive data warehouses, but it is also heightens the privacy risks. Taking advantage of new opportunities from RWE requires organizations to put robust privacy practices in place — protecting patients and themselves. Implementing a data de-identification solution that uses a risk-based approach makes it possible to have truly anonymized patient data that remains useful for RWE analysis.



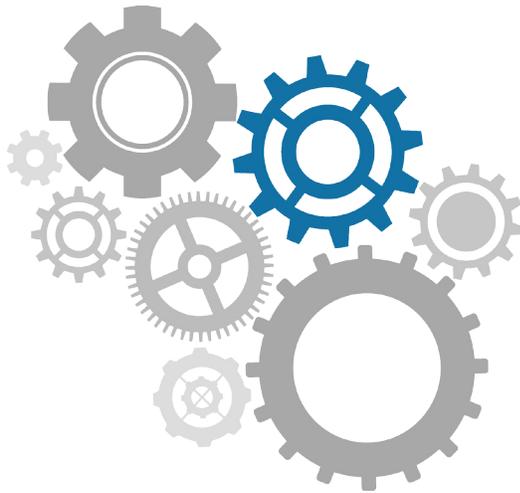
Automated, scalable de-identification ensures a constant flow of high quality data for RWE efforts.



## Automated De-identification Pipeline

RWE's value relies on the generation of high-quality de-identified data on an ongoing basis. By establishing an automated data de-identification pipeline using Privacy Analytics' unique methodology, pharmaceutical companies can access a continuous flow of legally-compliant data to support decision-making across the drug development lifecycle.

Privacy Analytics' cutting-edge software lets companies establish a repeatable de-identification process that shortens timelines to get current data quickly into analytic engines — and that scales as your data grows.



## Privacy Analytics

With experience in regulatory jurisdictions around the globe, Privacy Analytics is a world leader in healthcare data de-identification. Our methodology relies on measuring and managing the risk that an individual could be re-identified from their data. It allows us to maximize the value of sensitive datasets while meeting the requirements of multiple regulations and standards.

Privacy Analytics is the only company to use the scientifically-based Expert Determination method for data de-identification, an approach consistent with recommendations and guidelines from HIPAA, the EU General Data Protection Regulation, HITRUST Alliance, the Institute of Medicine, PhUSE, and the Council of Canadian Academies.

**Privacy Analytics: The only proven, responsible way to unlock the value of health data.**

For more information on how Privacy Analytics can help your organization establish best practices to de-identify data for RWE, don't miss our case study, [IMS Health: Unlocking the Value of EMR Data for Advanced Research and Analysis, Better Health Metrics, and Product Innovation.](#)