PRIVACY ANALYTICS
a QuintilesIMS company

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

Unlocking the Value of Health Data

Healthcare organizations everywhere are looking to reduce costs and improve patient outcomes. To achieve these goals, many organizations are seeking insights from the vast amounts of protected health information collected from patients. In our heavily regulated health environment, this means that patient data must first be anonymized so that no one can be re-identified. This is where Privacy Analytics comes in.

The Health Data De-identification Experts

Simple data masking solutions can be heavy handed, removing valuable details from data while still failing to reduce the re-identification risk to patients. **Privacy Analytics goes beyond masking to help you unlock the value of your healthcare data.** We're the only company that uses a risk-based approach to de-identification to maximize the value of real world data while complying with globally accepted standards and guidelines, including those from the Institute of Medicine (IOM), Health Information Trust Alliance (HITRUST), PhUSE, the Council of Canadian Academies, HIPAA and the EU General Data Protection Regulation framework.

End-to-end Solution for Health Data De-identification

Linking clinically rich de-identified data for Real World Evidence has never been more attainable than through the health data

expertise at Privacy Analytics. **Our value-added services, world-class software and expert training help your organization effectively harness the value of health data for secondary use**.

Value-added services

Privacy Analytics' consultants use threat models and scenarios to provide a thorough risk assessment of your organization's data so you can establish best practices in privacy and security. This allows you to proactively protect your organization against financial, legal and reputational risks.

We offer comprehensive advisory services that help healthcare companies protect and use health data for secondary purposes. Our industry and subject matter experts can provide data governance advice, implementation services and guidance on compliance and regulatory issues that will enable you to safely share your data assets.

World Class Software

With a deep research background, Privacy Analytics has created cutting edge software - **Eclipse, Risk Monitor and Lexicon** - which give you a consistent approach to de-identify your data. Using peer-reviewed algorithms and methodologies, we provide a risk determination of your data based on context and intended use. Whether your content sits in structured tables, unstructured text or other formats, Privacy Analytics' software lets you

establish an **automated and repeatable process for de-identification that scales as your data grows**.

Expert Training

Privacy Analytics can provide your staff with professional training to help build your in-house expertise around a proven and compliant methodology. Delivered by subject matter experts, you'll take part in hands-on exercises that use Privacy Analytics' software on real world data to build skills and certification in de-identification.

Real World Results

Software and services delivered by Privacy Analytics have:

- Enabled the development of a cancer learning health system
- Assisted in the treatment of HIV through the de-identification of EMR data of HIV+ patients
- De-identified data streams from tens of thousands of medical devices enabling data diagnostics and analysis.
- De-identified EMR real world evidence data, helping in the analysis and treatment for diseases such as diabetes and gout.

Proven Trusted Experts

With years of experience operating in the world's most restrictive data compliance environments, Privacy Analytics enables your organization to use and share data for secondary purposes while ensuring that you remain compliant with HIPAA and other global privacy regulations, standards and guidelines.

Aligned With:

If you would like to learn more, please visit www.privacy-analytics.com