

## OVERVIEW

### The Challenge:

Providing anonymized data that can be used to create innovative healthcare solutions while protecting patient privacy

### The Solution:

Determining the level risk of re-identification using Privacy Analytics' software and sharing the data with budding entrepreneurs

### The Benefit:

De-identified data that enables the development and testing of innovative healthcare solutions

## Privacy Analytics Collaborates with the State of Louisiana to Enable Greater Healthcare Innovation

### Privacy Analytics De-identifies Health Data for Next-Generation Technologies

### Creating Healthcare Solutions for a Healthier Population

Recognizing the need for better health outcomes, the State of Louisiana is rethinking and looking for new ways to deliver healthcare services by leveraging innovative technologies. Intelligent informatics, new applications and patient-centered technologies are key drivers of healthcare initiatives that aim to change individual behaviours and guide them toward healthier lifestyles. This invariably requires better automated data processing and analysis, as well as liberating data to be shared with others.

The challenge, however, is finding the delicate balance in maintaining patient privacy while extracting granular real-world patient data so it can be leveraged to develop and test new healthcare technologies and solutions.

### Supporting Innovation for Healthier Citizens

The State of Louisiana recognized that the health of its citizens was having an adverse impact on virtually every aspect of life in the State, which placed 49th overall in a national health ranking. And the fastest way to improve the State's ranking, according to health officials, was to apply new innovation and technology to healthcare.

The State's Department of Health and Hospitals launched the CajunCodeFest – an Open Data Competition last year. The signature event was put on by the Center for Business & Information Technologies (CBIT) at the University of Louisiana at Lafayette (UL Lafayette). The Center focuses its research, development and technology transfer activities on fostering technology-driven innovations. The objective of the event was to create technology applications that engage patients and empower them to make meaningful, health decisions.

## Safeguarding Data for Viable Outcomes

Organizers, however, needed a way to provide real-world data to budding technology entrepreneurs to test their applications - without revealing the personal information of individuals in the dataset. In addition, the HIPAA Privacy Rules for safeguarding Protected Health Information (PHI) require that the likelihood of a re-identification be “very small” when data is disclosed for secondary purposes.

Very generally, secondary purposes of health data applies outside of direct health care delivery. It includes such activities as analysis, research, quality and safety measurement, public health, payment, provider certification or accreditation, marketing and other business applications.

Enter Privacy Analytics and its software. The company provides organizations with enterprise software to safeguard and enable data for secondary purposes. The State of Louisiana selected Privacy Analytics to mask and de-identify personal information using a risk-based approach that optimizes the analytic utility of anonymized datasets.

For the CajunCodeFest, Privacy Analytics masked and de-identified data of 200,000 unique

Individuals, 30,604 providers, 6,683,337 Medicaid claims, 6,410,969 Medicaid prescriptions and 4,085,977 immunization records. Teams then spent 27 hours working together to analyze de-identified datasets to create new healthcare solutions.

## Liberating Data – Enabling Citizens State-wide to “Own Their Own Health”

The success of the CajunCodeFest further reinforces the strategic healthcare direction of the State. Today, Louisiana’s Department of Health and Hospitals is focused on creating solutions that protect and promote health and to ensure access to medical, preventive and rehabilitative services for residents.

Privacy Analytics provides a key value-add service that enables these organizations,

hospitals and physicians to share data, analyze and understand its context, to create innovation and to improve the health of individuals.

Louisiana’s Center for Public Health Informatics (CPHI) recognizes the value

of anonymization and understands that access to rich granular data is critical to finding real-life actionable solutions. Among other priorities,

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The result: Fifteen viable healthcare applications were created through the event.

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## Company Info

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CPHI endeavors to strengthen the caliber of analytics used to guide their activities, and to make it easier for programs and the public to access and share data.

Currently, statistical de-identified data is used by CPHI to identify what areas of the State has low birth weight hot spots, hospital locale distribution, type of prescriptions by age and location, and life expectancy rates across the State.

In summary, Privacy Analytics has helped the State begin to unlock a deep reservoir of insight from CPHI's datasets and has enabled them to find and create improved healthcare solutions.