

# Safely Turn Clinical Trial Data into a Powerful Asset

Individual patient data from clinical trials continues to be a highly valuable resource that benefits new analytics, research and innovation. Pharmaceutical companies around the world are using it to fuel internal data platforms as the bedrock for competitive insight. They're also sharing it with external researchers for greater transparency. At the same time, rapid healthcare digitization and COVID-19 have inspired sponsors to engage in collaborative networks of innovation. All of which drive greater advances in patient health.

The core challenge with using patient-level data beyond the original trial is the significant amount of sensitive information about trial participants. Drug companies must ensure, and demonstrate, that patient privacy is protected. However, privacy protections should not come at the expense of data utility.

## How can you use clinical trial data safely to improve pharma innovation and brand reputation?

<b>What do you want to accomplish?</b>	<ol style="list-style-type: none"> <li><b>1. Accelerate Data Science:</b> Pool all your clinical trial, DICOM, and real-world data together safely to accelerate innovation.</li> <li><b>2. Achieve Trial Transparency:</b> Optimize the efficiency and throughput of clinical trial data sharing for transparency.</li> <li><b>3. Both:</b> Fuel your data platform with clinical trial data and share it with external partners for vital health research.</li> </ol>
<b>Your Challenge</b>	Simple data transformation rules can fail to protect privacy in all cases, may hurt data utility in others, and do not provide the proof of anonymization required under regulations like GDPR.
<b>Our Solution</b>	<p>Adaptive, evidence-based, statistical anonymization delivers the richest possible clinical trial data while protecting privacy. Privacy Analytics pioneered this approach for the healthcare and pharmaceutical industries nearly 15 years ago. We have optimized the approach for clinical trial data, delivering highly automated, scalable solutions that maximize data utility.</p> <p>With Privacy Analytics, you get the perfect combination of industry and technical experience, commercial software, and methodology to help your organization maximize the value of its data assets.</p>

## Which option is right for you?

### Option 1

#### In-House Team enabled by Commercial Software

This option might be right for you if:

- You want to integrate a fully or semi-automated solution into your data pipeline.
- You need agility to address rapidly evolving requirements and shifting priorities.
- You want to scale your capacity exponentially without scaling resources.

### Option 2

#### Outsourced Anonymization-as-a-Service

This option might be right for you if:

- You lack the internal resources to handle your data anonymization requirements.
- Your current operating model can't scale to meet your anonymization needs.
- You're under pressure to clear a backlog of external data access requests.

### Option 3

#### Hybrid (mix of in-house and outsourced capabilities)

This option might be right for you if:

- You want flexibility to respond to different data requests in different ways.
- You occasionally need to augment your team's capacity due to high request volumes.
- You want to handle simple requests internally and outsource complex requests.

## Which of the above options most aligns to your current situation?

Contact us to tailor an engagement model and a solution that meets your requirements and enhances the value that can be derived from your clinical trial data.

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