

Kick-Start Your Clinical Trial Data Anonymization

A fast and cost-effective way to discover the full value of Privacy Analytics' statistical method

As a clinical trial sponsor, you're aware that expectations are changing around data transparency. The research community and the general public increasingly expect you to share insight-rich clinical trial data to drive greater advances in patient health. This must be done quickly and safely while meeting your privacy and regulatory requirements such as GDPR.

The challenge of balancing privacy with value

Before patient-level trial data can be shared, it must be anonymized to ensure individual privacy is protected. The traditional approach to privacy involves the application of simple masking rules. However, this approach lacks the granularity to strike the right balance between privacy and utility.

Instead, a statistical approach is becoming increasingly prevalent – and essential. Why? It provides the flexibility to address the unique characteristics and risk factors of your data sets, as well as the specific requirements of secondary researchers.

If your team hasn't employed an evidence-based, statistical approach before, what is the best way to get started?

A fast and cost-effective *Kick-Start*

Privacy Analytics specializes in statistical anonymization. With Privacy Analytics' software, our health data experts automate much of the process of statistical anonymization. You get useful clinical trial data that's safe to share with researchers so you can move your data-sharing agenda forward with confidence. For a small investment, our team will *kick-start* your experience with statistical anonymization, using data from a representative clinical study that you provide.

We begin with a methodology session for you and your team to ensure alignment. We will deliver our results within 60 days.

How your organization benefits from this special offer:

Future-Proof Your Business: Protect your brand by using the industry best practice to safeguard patient privacy, for results that are auditable and defensible.

Get It Right (The First Time): Experience how our experts handle complex data, zeroing in on the relevant identifiers to protect privacy while maximizing data utility.

Unlock Your Data's Value: Preserve whatever variables are of the most interest to the intended recipient, while offering statistical assurance that privacy requirements have been met.

Kick-start your statistical anonymization program with 3 deliverables:

1. **Anonymized Data:** We will anonymize your data using our statistical approach. This approach considers the context in which the data will be shared and aims to preserve as much utility as possible. We will provide the anonymized data in the same format as the original.
2. **Anonymization Reports:** These reports outline the methodology we employed, the variables transformed and why, and the mitigation strategies we applied to ensure patient identifiability is sufficiently low. We will provide two reports, one for an external recipient (e.g. a secondary researcher), and one for your internal use that includes more detail on the methodology used.
3. **Pilot Evaluation Report:** A summary report of the process and outcomes of the pilot, including any recommendations for your future consideration.

Why Trust Privacy Analytics?



9 of the top 10 global pharma companies listed on PharmExec's Top 50 have trusted Privacy Analytics



Sets of clinical data anonymized



Helped a global drug manufacturer deliver over 100 compliant studies in under 2 months

If you're interested in finding out more about our *Kick-Start* offer, contact us today to discuss your needs.

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