



*the industry-leading solution for delivering
de-identified clinical trial data and
protecting patient privacy*

blur

d-Wise

enabling the life sciences enterprise

Products and Services

ASSESSMENT WORKSHOP

- 2 days (suggested) to examine de-identification considerations and help facilitate discussion of client needs

PROCESS DESIGN SERVICES

- business processes and governance needs
- develop policies for de-identification and anonymization for internal and external use cases
- propose operationalization roadmap

SOLUTIONS AND MANAGED SERVICES

- **blur** – a data de-identification solution
- outsourced de-identification as a service



*Blur provides clients with a platform to **rapidly deploy** multiple methods for de-identification, **pilot** these methods at enterprise scale, and ultimately deliver de-identified data*

Our Software Solution



The industry-leading solution for delivering de-identified clinical trial data and protecting patient privacy

- ✓ reduces the cost and effort of de-identifying data from individual trials, and brings scalability to the clinical trial de-identification process
- ✓ designed specifically for the de-identification of clinical trial data – with built-in capabilities for clinical data structures, workflow and rules
- ✓ an off-the-shelf software solution, developed by experts in partnership with industry to industrialize a code-free de-identification process
- ✓ rapid replication between projects and integrated workflow and controls



Overview of solving de-identification needs with Blur



Protect Privacy. Enable Sharing

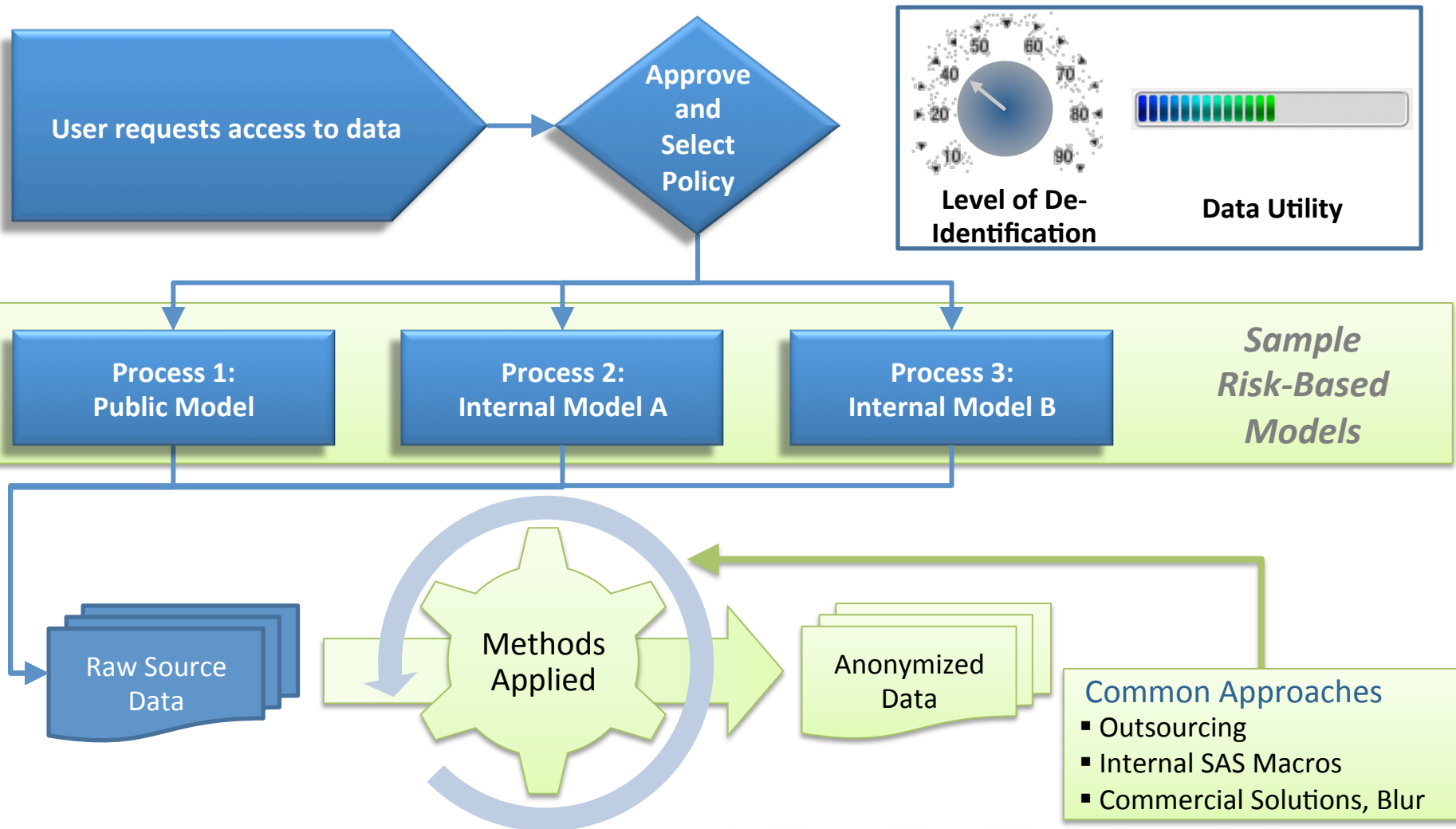
Clinical trials contain health care data, and pharmaceutical companies have an obligation to protect patients' privacy. As data sharing becomes commonplace, protecting privacy is not optional.



Definitions

- **Personal Identifiers** - name, SSN, address; *often not present* in clinical data
- **Quasi-Identifiers** – date of birth, zip code; *is present* in clinical and *create privacy risk*
- **De-identification** - modifying data to remove identifying information
- **Anonymization** - destroying the link between original data and de-identified data
- **Transparency** - public disclosure of data

The De-Identification Process



De-Identification Capabilities that Reduce Cost and Enable the Process to Scale



- ✓ Blur is designed specifically for the de-identification of clinical trial data – with built-in capabilities for clinical data structures, workflow and de-identification rules.
- ✓ Blur is an off -the-shelf software solution, developed by industry experts, that requires far less internal development, maintenance and support than SAS based macros and programs.
- ✓ Key Features:
 - ✓ Application-driven data de-identification that requires no coding
 - ✓ Integrated workflow and controls
 - ✓ Rapid replication of de-identification templates from between projects
 - ✓ Ability to store and re-apply subject key mappings between de-identification efforts
 - ✓ Designed for clinical trials



Blur reduces the cost and effort of de-identifying data from individual trials, and brings scalability to the clinical trials de-identification process

Software Demonstration



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***Protect patient privacy
and accelerate de-
identification***

Blur Product Roadmap

Mid-2016

✓ Advanced Data & Workflow Features

✓ Re-identification Risk Support

2017

✓ CSR Text Processing Support Initial Release
(aligned with EMA Policy 0070)

✓ Full CSR Workflow Release

2018

✓ Images Processing Support



Developing solutions to meet the industry need to manage privacy in transparency, sharing, and submission.

Q&A

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