

“Privacy is not something that I’m merely entitled to, it’s an absolute prerequisite”

Marlon Brando



Unlocking Value from Structured Clinical Trial Data

PHUSE EU Connect 2021

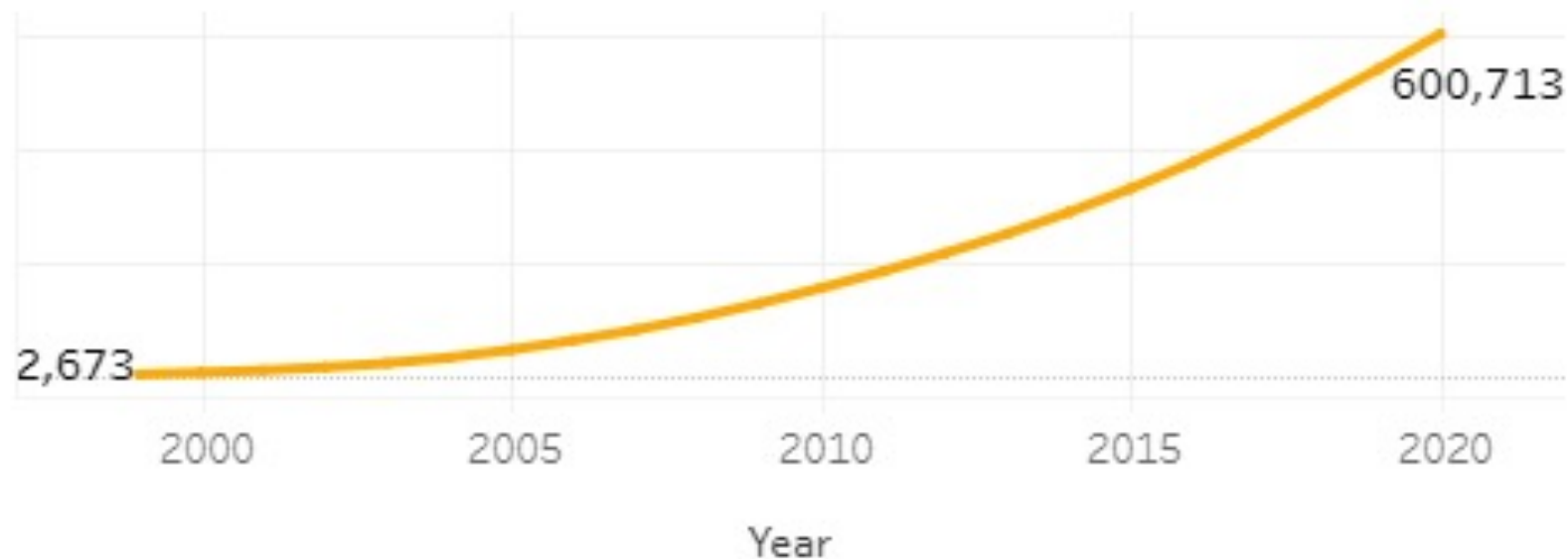
Privacy Analytics Eclipse Demo

Today, approximately 30% of the world's data volume is being generated by the healthcare industry.

By 2025, the compound annual growth rate of data for healthcare will reach 36%. That's 6% faster than manufacturing, 10% faster than financial services, and 11% faster than media & entertainment.

https://www.rbccm.com/en/gib/healthcare/episode/the_healthcare_data_explosion

Number of clinical trials conducted world-wide per year



<https://www.who.int/observatories/global-observatory-on-health-research-and-development/monitoring/number-of-trial-registrations-by-year-location-disease-and-phase-of-development>

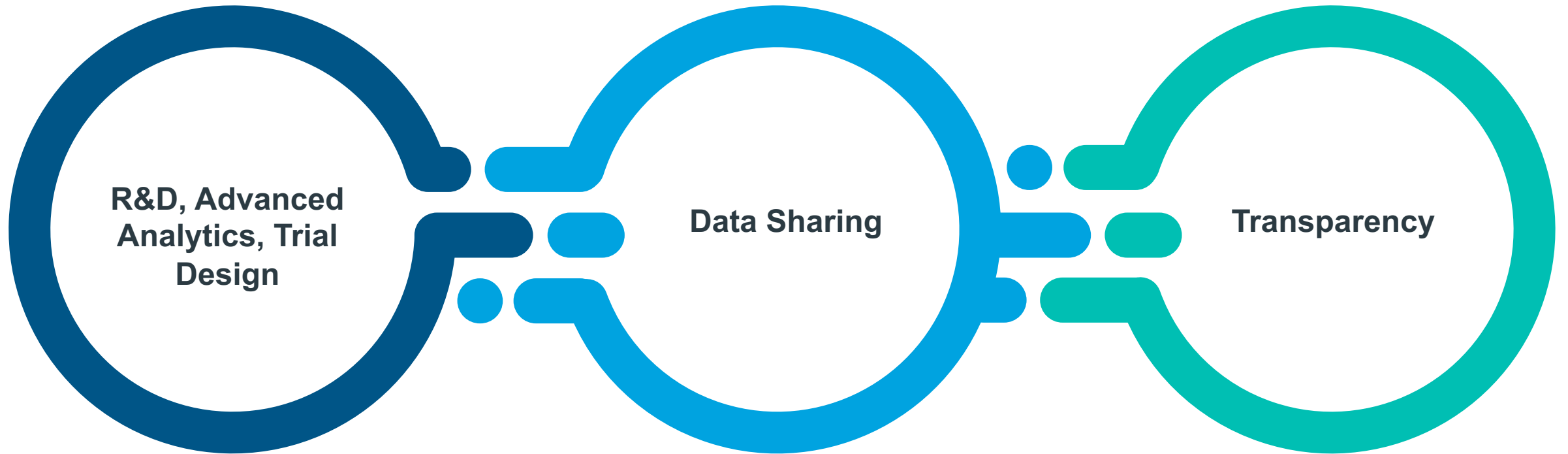


Without effective re-use of trial data, it's clear that no organization, no matter how large, has enough or the right data across all the therapeutic areas that they work in. And ethically, we owe it to the patients who donate their time and their data in the trial process, to use that data to the fullest. ”

Aaron Mann

Senior Vice President
Data Science, Clinical Research Data Sharing Alliance

Why use trial data for secondary purposes?



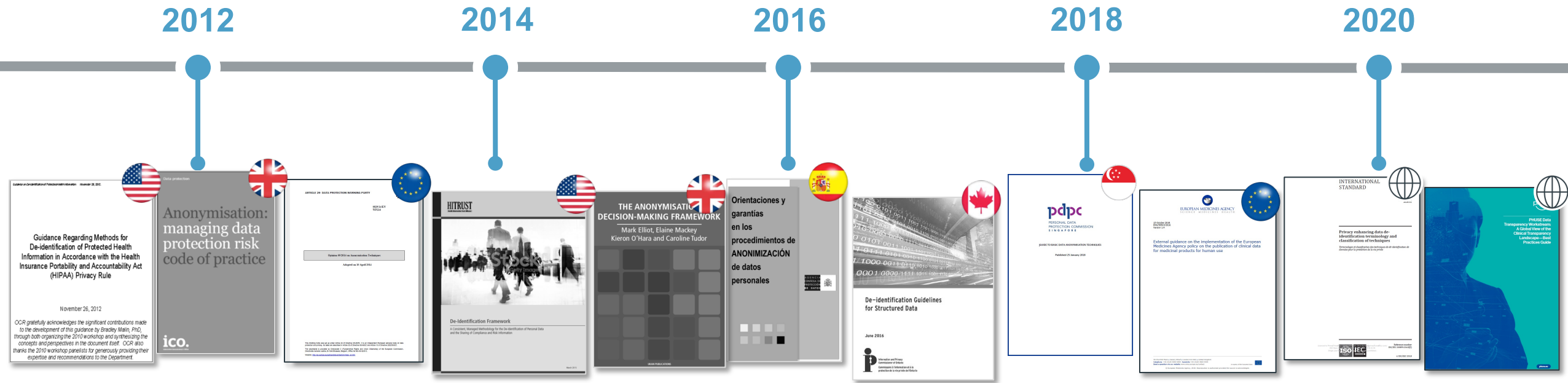
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Anonymization?



Privacy Analytics, an IQVIA company



By the Numbers

90%

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

5K+

Sets of clinical data anonymized

100

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



Consulting



Services



Software

Custom advisory services

- Expert advisory services
- Safe data strategies, programs
- Training

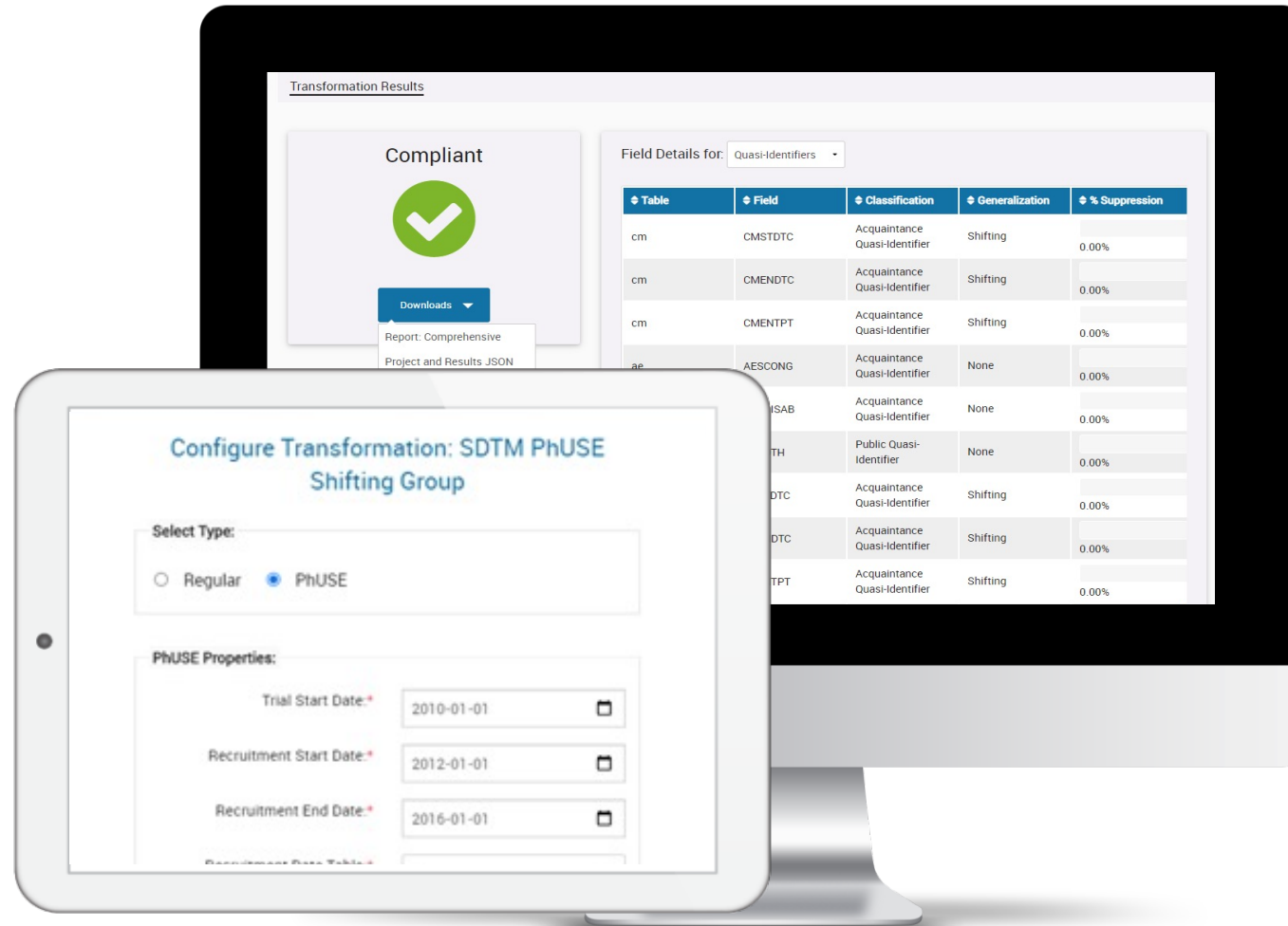
Anonymization as-a-service

- PII and PHI anonymization
- Clinical trial transparency
- Expert data opinions / reviews
- Motivated Intruder Testing

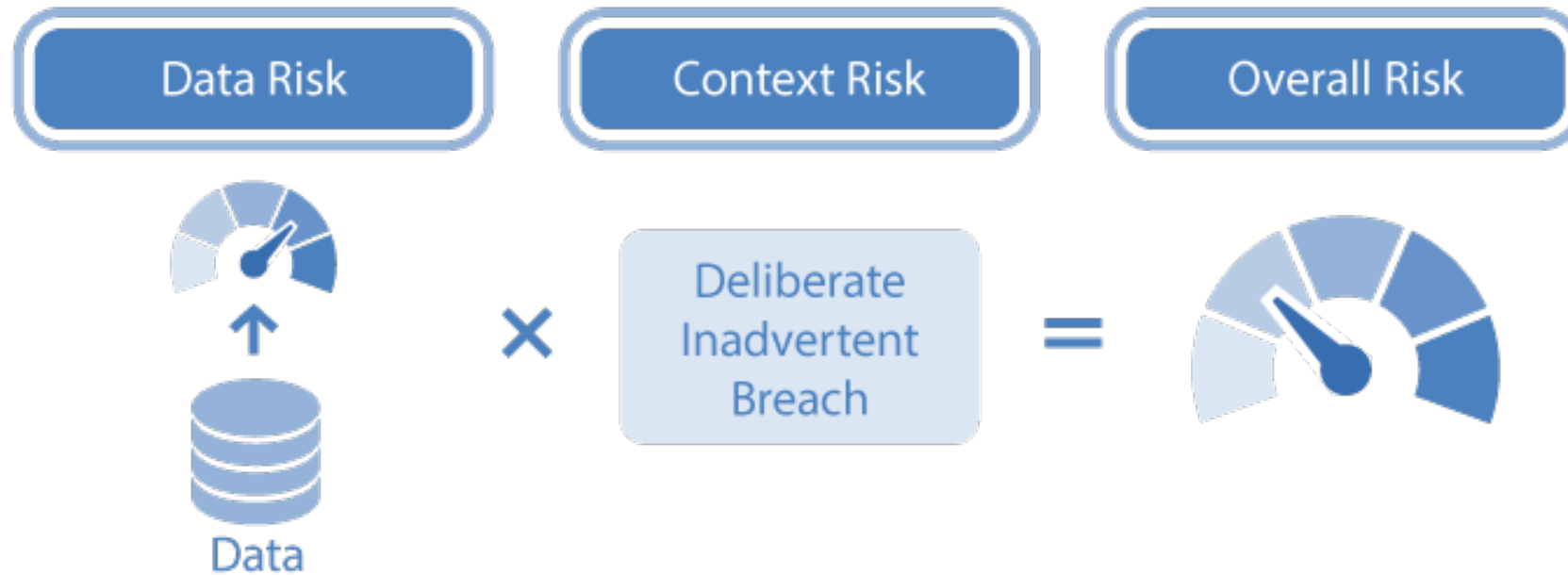
Anonymization licenses

- Eclipse modular platform
- Add-ons (e.g., Linguamatics for unstructured data)
- Workbench for data sharing

Privacy Analytics Eclipse – Trials Module

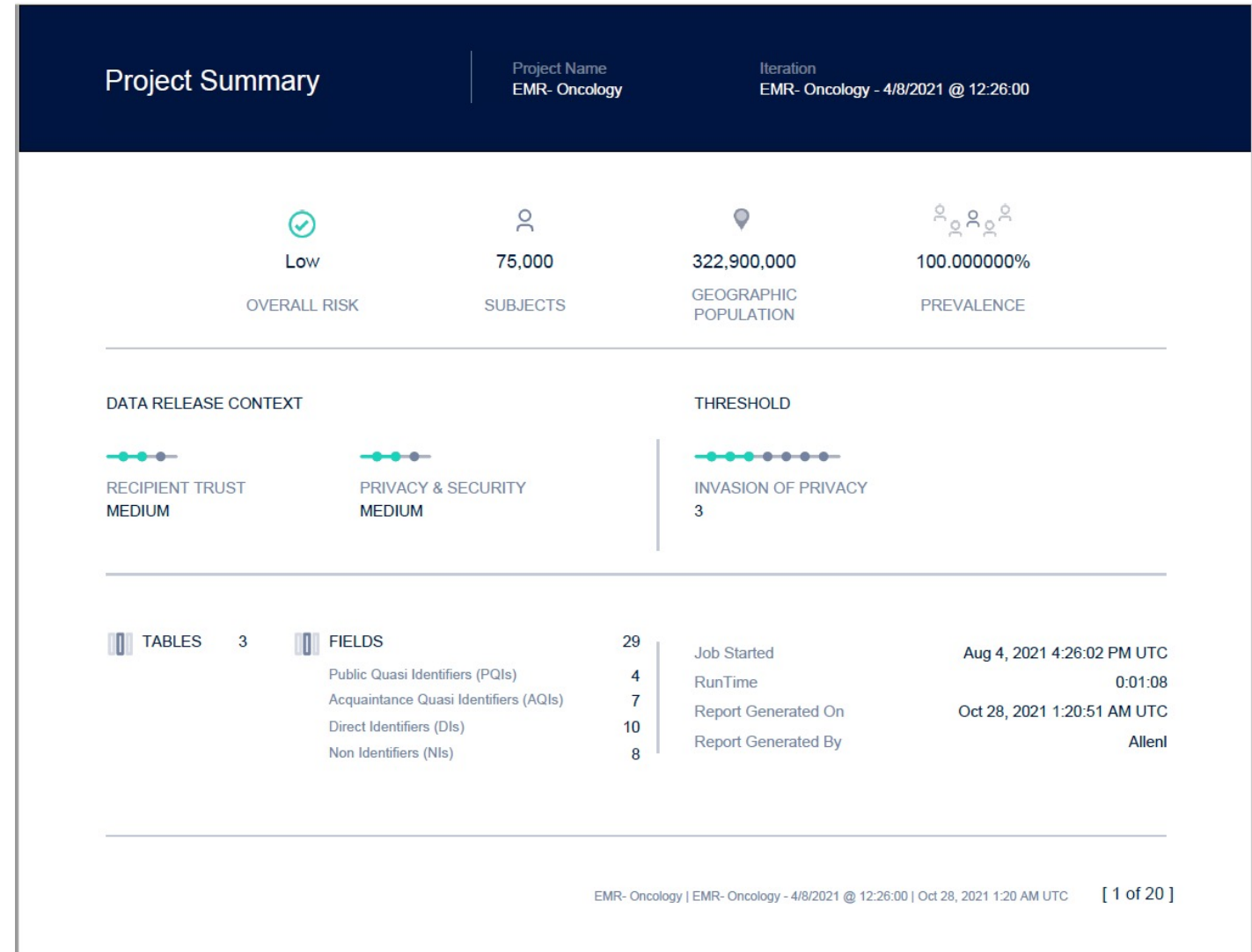


Evidence-Based Statistical Anonymization



Key Eclipse Trial Features

- ✓ PHUSE date shifting
- ✓ Format-preserving encryption
- ✓ Autoclassification for standardized data such as SDTM / AdAM, with native support for key-value pairs
- ✓ Consistent Pseudonymization
- ✓ Native support for many data sources (SAS files, Parquet files, Oracle DB, etc.)
- ✓ Enterprise-grade security
- ✓ Rich reports for auditable proof of the anonymization process



Demo Recording

Take-aways

1

Reusing structured trial data can drive value to businesses and society

2

Value is maximized through the richest possible data while protecting privacy

3

Eclipse Trials: Fast, Safe, Scalable



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