Connected Healthcare Information: The Blueprint for Innovation and Commercial Excellence

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The successful innovation and execution of any data strategy requires connected healthcare information. In today's evolving patient-centric environment, this means an optimized infrastructure that can manage data consumption, streamline data integration, and produce analytics that reflect the complete patient journey. It also necessitates a deep knowledge of how to effectively utilize the available data landscape to increase your speed-to-insights. Whether visualizing analytics that drive Next Best Action or implementing tactical shifts in your launch strategy, connected information is the foundation for driving quick and confident business decisions.

Simply acquiring what is perceived to be the 'right' data is no longer enough; dynamic market drivers and evolving use cases continue to surface and with that, the need for data accuracy, privacy risk management, and data governance. However, getting the data to an ideal, connected state is not easy. It requires careful

planning and a blueprint that empowers an organization to navigate the potential pitfalls inherent in managing data the wrong way. It demands partnerships and best practices grounded in sourcing resilient foundational data, integrated privacy management, and proactive data governance.

The fact is, connected healthcare information is now the foundation that powers commercial strategies and for organizations that want to do it right, that means relying on trusted, transparent, and proven data expertise to:

- Properly mine and account for variations and changes in volume or coverage.

- Understand the tangible and intangible impacts of unstable or unreliable data sources.

- Differentiate true market events from data anomalies.

- Receive, integrate, and visualize data in a timely manner.

- Avoid missed opportunities for patient and healthcare provider (HCP) engagements.

- Make strategic decisions from modeled vs. real-world data.

Achieving connected healthcare information requires a comprehensive data strategy that prioritizes overall speed-to-insight over basic counts and coverage statistics. Most strategies begin with utilizing meaningful patient and claims data, but they must evolve to connect additional, relevant on-demand data sources with enough agility to pivot, add, and reassemble new data sources for specific use cases. Additional stakeholder requirements add a layer of complexity as organizations attempt to minimize risk of patient re-identification while adhering to the data use requirements imposed by their growing list of external data partners.

The information strategy required to meet today's standard for connected healthcare information is more complex than ever before, and it is important to remember that there are no shortcuts toward achieving an ideal state. If any stakeholder claims connected data is easy, consider it a red flag likely paved by:

False counts and coverage statistics that ultimately fail to represent **actionable data**.

The use of **modeled data** to fill in gaps in the patient journey.

A loose interpretation of supplier requirements that will increase **compliance risk**.

A **de-prioritization** of privacy and governance.

Shifting the focus to **flashy technology in lieu of quality data**.

Data delivered without expertise, information advising, or guidance on proper use.

The true vision of connected healthcare information is brought to life with comprehensive information assets that can power multiple analytical applications, from clinical site recruitment to commercial use cases that demand precise HCP targeting. High counts are good if there is transparency in count reach and definition, but integrating and augmenting those counts with other layers of relevant data points are what's needed
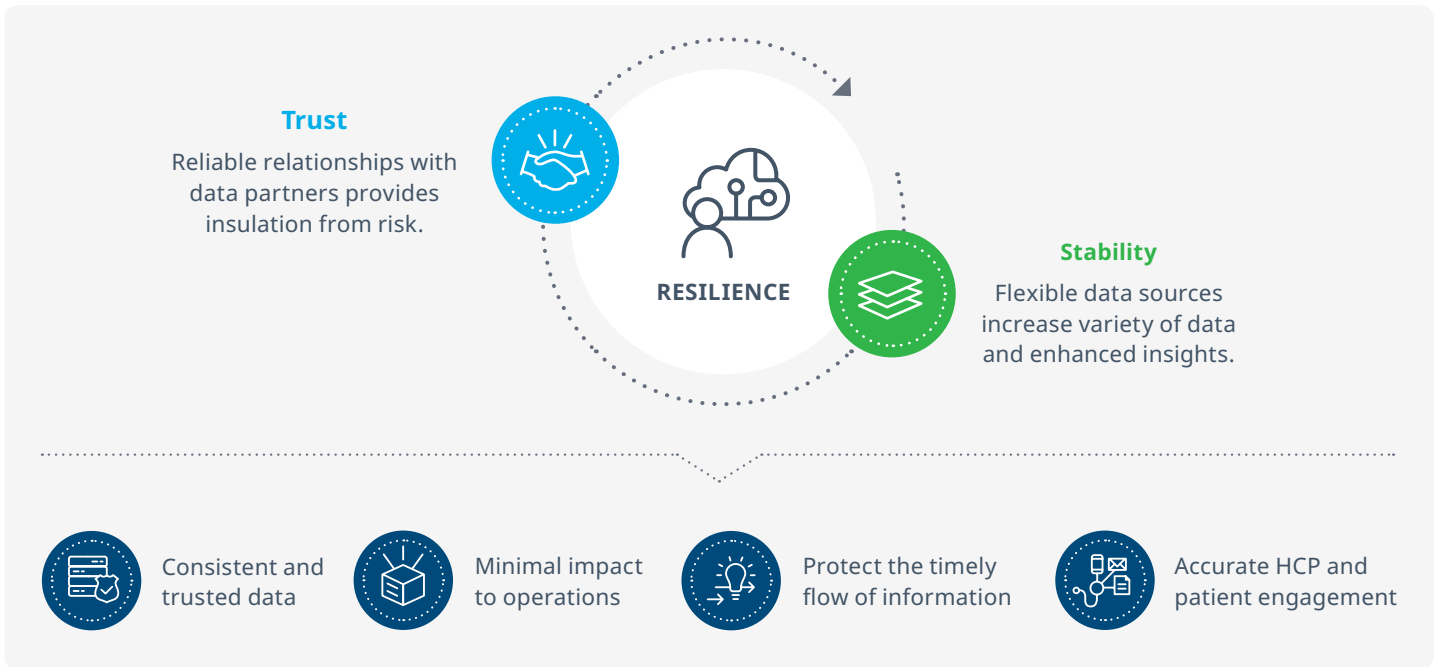
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Powering new and evolving use cases requires an agile partner with the experience to navigate connected healthcare information.

A resilient panel preserves the flow of information

The foundation of connected healthcare information starts with a resilient panel of foundational data sources that can withstand inherent data volatility and insulate you from risk. Panel resiliency is built from **trusted relationships** and **stability**. You can't operate critical business functions when the flow of information is suddenly impacted by a significant, or unexpected, disruption.

Trust
Reliable relationships with data partners provides insulation from risk.

RESILIENCE

Stability
Flexible data sources increase variety of data and enhanced insights.

Consistent and trusted data

Minimal impact to operations

Protect the timely flow of information

Accurate HCP and patient engagement

Establishing trust with data partners is a critical factor in maintaining longevity, reliability, and consistency, ultimately protecting the flow of information. An ideal partner will have collaborative partnerships that work to preserve coverage through responsible data stewardship, but an optimal partner will have synergistic relationships, grounded in shared information, technology, and services. Above all, operating models should maintain a high level of compliance with supplier-imposed data usage guidelines to enable the preservation of data consistency and quality while minimizing the risk of interruption to your business. A truly resilient data partner is positioned to anticipate and manage data volatility through their relationship and comprehensive operating models.

What's the result without panel resiliency?

An output of unreliable foundational data with gaps in coverage or patient visibility.

Increased contracting complexities and quality issues with incomplete support.

Ultimately, a lack of real-world view of the product utilization and the patient journey from end-to-end.

Data integration, privacy governance, and tokenization accuracy are table stakes

To enable multiple linked datasets that truly represent the real-world experience for patients, it is imperative that the patient ID used to link records together is accurate. Experienced data partners should have a built-in tokenization engine that can generate unique, accurate and high-quality patient IDs that:

Maintain consistency regardless of a change to a patient's payer, doctor, or pharmacy.

Utilize the full depth and breadth of information ecosystem for matching accuracy.

Determine if a patient is truly new vs. an existing patient who may look different as a result of normal life events.

As you look to utilize this connected information to address use cases across a business, it is critical to balance a variety of stakeholder requirements around privacy and governance. Organizations often face multiple internal and external stakeholders with their own sets of guidelines, policies, and data usage requirements or restrictions ranging from legal and compliance teams to brand marketing and government policy makers.

Effectively managing the risk of patient re-identification must be present in every aspect of information strategy and data management. If a data partner is not putting that conversion at the forefront of their strategy, it means they are likely shifting the responsibility of managing that risk back to the organization instead of protecting the company from:

- A loss in data supply.

- Reputation harm that comes because of non-compliance.

- Potential legal action because of mishandling or mis-using data.

Additionally, a privacy-compliant data partner should offer a platform that can demonstrate the connection of the data generated by patients as they interact with the healthcare system along their entire journey. This is critical for not only creating more informed analytics such as profiling, segmentation, and Next Best Action, but also for performing long-term follow up of clinical trial patients and optimizing your patient engagement and patient support strategies.

Shiny technology doesn't make the data better

Many organizations face a multitude of challenges when attempting to utilize technology to drive value from their information. They are often siloed with multiple solutions and so encumbered with redundant data and technology purchases, that deriving insights becomes fragmented and over-complex, failing to deliver on its original promise.

When that happens, decision making and insights are delayed, stakeholders have difficulty managing the growing volume and variety of data and are unable to connect data points in a meaningful way. Oftentimes, internal IT resources become overburdened as they are continually asked to do more with less or drive actionable results with disconnected resources.

At the same time, the proliferation of data sources and the use cases for data integration and linkage continue to grow. Technologies like Generative AI (GenAI) have expanded the art of the possible when it comes to information, and the need for privacy risk assessments and information security requirements have and will continue to evolve as a result. That means privacy, governance, and reliable tokenization for patient de-identification must be integral to any information strategy to protect and safeguard the flow of information, maintain compliance, and support and evolve important information use cases.

The right tokenization engine creates an accurate and unique patient ID, builds the most robust linked dataset possible, harnesses the full power of the underlying foundational data, and successfully balances evolving privacy and governance needs across information solutions to manage any risk of patient re-identification or loss of data due to improper use by:

- Instituting rigid controls to prevent inappropriate access.

- Training data consumers on proper data usage.

- Ensuring data access maintains compliance across all related use cases.

- Making sure that data access is limited to the right data required for the right use case.

When it comes to data management, it is important to identify and address these challenges early on by consulting with an expert in data management and analytics. An expert partner will be able to identify, prioritize and integrate technology solutions to create a more viable roadmap using the right information to increase results and speed-to-viable-insights.

The right data as a service solution can also improve the availability of data while reducing overall data management burden by eliminating unnecessary data hops and reducing, or in some cases eliminating, the number of individual files that must be managed.

Enabling confident and timely decision-making is the endgame

The total cost of data ownership encompasses more than just your initial investment in data; without a proper structure, standards, data governance, and advising best practices, you can expect to invest more in people, technology, and time. Ultimately, you need to look for a partner who will help reduce the total cost of ownership from the start by:

Establishing a viable, actionable, and resilient data strategy.

Reducing your overall delivery and compliance risk.

Meeting service-level agreements through standardized and optimized delivery approaches and best practices.

Harmonizing communication to properly manage downstream expectations.

Discerning data anomalies from market events, and prepare for impacts to the operation.

At the end of the day, executing a data strategy requires an experienced and reliable data partner with agility across each key area of expertise: sourcing, integration, privacy and governance, tech-enabled insights, and enterprise support. A data partner should deliver and support information to match stakeholder requirements across an enterprise. They should do this by providing streamlined engagement, centralized delivery best practices, and ongoing support to ensure that organizations receive answers to critical business questions about data anomalies and trends and kept up to speed with guidance around appropriate data usage.

Remember that a data partner who is invested in your company's success should also be able to provide clear, transparent methodologies and actionable count criteria and they should be willing to share the risk and responsibility around data privacy and governance. If they can't (or won't) do either of these, it is likely that they won't be willing or able to adequately support your organization when it comes to mitigating unexpected risk factors in today's rapidly changing and volatile data environment. It's not a mistake that commercial organizations can afford to make.

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If you would like to learn more about connected healthcare information and how to build a reliable and resilient data strategy, contact one of our experts today.

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