Big Data Analytics

Big Data Analytics (BDA) for healthcare has the potential to detect disease at earlier stages, change patient behaviors, and deliver cost savings by reducing costs of care. With data on millions of patients, health information systems (HIS) vendors have the wealth of data needed to discover insights and address challenges.

Risk-based de-identification unlocks BDA for healthcare by delivering the high-quality, granular data needed for analysis while making it anonymous to protect patient privacy.

Limit the Risks, But Not The Rewards

Relying on massive real-world datasets, BDA holds the potential to elevate our understanding of population health and precision medicine.

However, large and linked databases pose inherent risks to the patients whose information they contain. Aggregation of multiple data sources means a significant amount of PHI in the data; PHI which must be removed to share it safely and in a way that complies with legislation. Safe Harbor de-identification protects privacy, but obliterates data quality for advanced analytics.

Balancing privacy and use require a solution that can scale as data grows and can de-identify structured data in tables as well as free-form text. Privacy Analytics' unique and proprietary de-identification solutions help HIS vendors automate data de-identification so they can quickly start to share their data responsibly.

Finding Balance Between Privacy and Maintaining Data Quality

Privacy Analytics' method of risk-based data de-identification relies on the use of statistical principles to render information unidentifiable. Using our enterprise software solutions, Eclipse and Lexicon, Privacy Analytics offers a consistent, repeatable and scalable solution that automates the data de-identification process. Our software can be used for structured or unstructured data, including a wide variety of data formats and types.

Privacy Analytics

With experience in regulatory environments around the globe, Privacy Analytics is a world leader in healthcare data de-identification.

We are the only data de-identification solution that operationalizes HIPAA's Expert Determination or Statistical Method, allowing us to maximize the value of sensitive datasets while meeting the requirements of multiple regulations and standards. Our approach is consistent with recommendations and guidelines from HIPAA, the EU General Data Protection Regulation, HITRUST Alliance, the Institute of Medicine, PhUSE, and the Council of Canadian Academies.

Privacy Analytics: The only proven, responsible way to unlock the value of health data.

For more information on how Privacy Analytics can help your organization establish best practices to de-identify data for BDA, see our white paper Unlocking Big Data for Healthcare.