

Information Summit: A Connected Data Blueprint for Patient Innovation

Session highlights from day one

IQVIA recently hosted a live two-day Information Summit called *A Connected Data Blueprint for Patient Innovation*. Throughout the event, attendees were able to learn, discuss, and ask key questions about a variety of topics focusing on evolving data trends, leveraging social determinants of health, and utilizing Healthcare Grade AI to find every patient. We also delved into the importance of having a robust data privacy, tokenization, and governance strategy while rethinking the approach to patient and healthcare professional (HCP) insights.

For those who missed the live event, we have recapped some of the highlights in a two-part series. In this first piece, we will focus on the key takeaways from day one.

Trends for a blueprint for a patient data environment

In the ever-evolving healthcare landscape, the blueprint for a patient data environment is becoming increasingly complex. With a deluge of data from registries, electronic medical records, and other patient data sources, organizations are grappling with the challenge of integrating this information swiftly and effectively.

The pressures to expedite patient insights and craft integrated patient journeys are immense. However, the business processes underpinning data management platforms and analytics are not always aligned with these urgent demands. Organizations often face silos of technology, inconsistent business rules, and fragmented technology, making it difficult to consolidate data that is scattered across the cloud, servers, and even Excel spreadsheets.



The influx and variety of healthcare data is akin to a tsunami, overwhelming the knowledgeable individuals who are already overburdened with the task of making sense of this information. The quest for personalization in patient care is the new north star, but the path to achieving it is often fraught with obstacles. Misaligned organizations, fragmented technologies, and limited insights due to the sheer volume of data are just a few of the hurdles that need to be overcome.

To navigate these challenges, a robust and [connected healthcare data strategy](#) is essential.

The idea of a connected data strategy should serve as the foundation for an organization's approach to centralizing and governing their data. When teams take this approach, data can be transformed into actionable insights at a more rapid, efficient pace, allowing your organization to stay ahead of your competition.

Another key element to achieving a successful data equation is properly investing in capabilities across people, processes, and technology. By bringing in new talent, leveraging the right technology, and refining your processes, organizations will be able to achieve a more optimized data management strategy more efficiently and effectively.

An additional element further complicating the healthcare data environment is the continued movement towards specialty and rare disease therapeutics, necessitating and even more nuanced and sophisticated approach to data management.

The journey towards a fully integrated and personalized patient data environment is complex, but with a clear data strategy and a commitment to overcoming common barriers, healthcare organizations can harness the power of data to revolutionize patient care.

Curating a reliable and compliant data foundation

In the rapidly changing world of healthcare, data management has become a critical component of the industry. With a focus on privacy, compliance, and responsible use of data, companies are facing both challenges and opportunities in ensuring reliable and compliant handling of sensitive information.

Trust is paramount when it comes to choosing the right data suppliers, and the industry is witnessing a rapid shift towards wanting to work with suppliers who are not only partners who can manage data responsibly, but also those who can establish a long-term relationship based on trust and mutual benefit. Additionally, suppliers are increasingly concerned about the proliferation of their data without proper oversight, which could lead to misuse and a loss of trust from all stakeholders involved.

To address these concerns, companies are employing rigorous security measures, quality checks, and a focus on data stewardship. Their goal is to work with suppliers who are also in the value chain and use the data themselves, as this tends to result in better quality data for all parties involved.



Further driving this effort are the new data regulations on the horizon, as now more than ever, suppliers are focusing on use cases and the ability to audit data. They are covered entities and are at risk if there are any issues with data management, and as such, this has led to a heightened awareness and a proactive approach to ensuring data integrity and compliance.

Looking ahead, the industry is poised for exponential growth if it can successfully navigate the challenges of data governance and establish robust partnerships rooted in trust and responsibility. The focus remains on improving patient outcomes and reducing operational burdens, all while maintaining the highest standards of data privacy and security.

Achieving the true promise of a “Patient 360”

In the realm of healthcare, the quest for a comprehensive view of patient data is akin to the pursuit of a holy grail. The concept of “Patient 360” emerges as a beacon of hope, promising a complete, integrated perspective of a patient’s journey throughout the (often complex and cumbersome) healthcare system. This vision encompasses the aggregation of diverse datasets, ranging from clinical trials and claims data to patient engagement strategies and digital profiles.

The challenge lies not in the scarcity of data but, rather, in its abundance. Healthcare organizations and HCPs grapple with this deluge of information, seeking to harness it effectively to enhance patient care. The goal is to construct a mosaic of patient interactions, piecing together data from various touchpoints within the healthcare ecosystem, with the ultimate goal of improving patient experiences and health outcomes.

As we navigate this landscape, we encounter the dual forces of innovation and privacy. The former drives us to link and analyze patient data in novel ways, while the latter anchors us with the responsibility of safeguarding patient identities. This delicate balance dictates the success of our endeavors, as we strive to unlock the potential of patient data without compromising its integrity.

The journey to achieving “Patient 360” is not a solitary one; it’s a collaborative effort, requiring the alignment of multiple stakeholders, including business, data, governance, and IT professionals. Together, they march towards a common goal, guided by a set of principles that ensure the connectedness, conformity, and compliance of the patient data landscape.

In essence, the pursuit of “Patient 360” is a testament to the transformative power of data in healthcare. It is a journey of discovery, innovation, and, above all, a commitment to the well-being of patients. As we forge ahead, we remain steadfast in our mission to provide a clearer, more comprehensive view of the patient’s experience, one data point at a time.



Maintaining privacy standards in a world of proliferating data

In today’s digital age, privacy and data governance are at the forefront of organizational concerns. As businesses navigate the complexities of regulatory landscapes and consumer expectations, the need for a comprehensive privacy strategy becomes increasingly evident.

A [privacy strategy is not just about compliance](#); it’s about establishing a systematic approach that aligns with the company’s vision and data strategy. It involves a thorough review of internal processes, resources, and capabilities, ensuring that all stakeholders are engaged, and that the strategy is co-created with those who will be instrumental in its implementation.

The strategy must also consider the data lifecycle, from acquisition to deletion, and the various risks associated with data handling. With the rise of artificial intelligence and social media, new challenges emerge, requiring a dynamic and adaptable approach to privacy governance.

As we look to the future, it’s clear that privacy will continue to be a critical aspect of business operations, influencing not only legal compliance but also customer trust and brand reputation. Organizations must be proactive in developing a privacy strategy that not only addresses today’s needs but also lays the foundation for tomorrow’s innovations.

For more information on any of these important topics please don’t hesitate to contact us and be sure to review the day two overview where we delve into these topics even further