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Privacy Technologies

AnalyticsIQ

Accelerating Health Economics Research Through PETs

Remove friction and complexity in regulatory compliance processes.



Timothy Nobles

Chief Product Officer
Integral



Christine Lee

Head of Health Strategy
and Partnerships
AnalyticsIQ



Kenzie Alexander

Head of Privacy Solutions
Datavant

Thank you for attending our panel discussion on accessing and analyzing real-world data while protecting privacy. This resource highlights how our organizations can help accelerate your HEOR initiatives through privacy-enhancing technologies.



The Opportunity

Transform health economics and outcomes research by seamlessly incorporating rich consumer data insights while maintaining the highest privacy standards, ultimately leading to more comprehensive patient understanding and better healthcare interventions.

Context

Health economics research has traditionally relied on clinical and claims data alone, missing critical consumer behavior and social determinants that shape health outcomes. Privacy concerns have created significant barriers to integrating these valuable consumer datasets. Our panel experts demonstrate how Privacy-Enhancing Technologies (PETs) can bridge this gap, enabling researchers to:

- Access comprehensive consumer data that reveals the complete patient journey.
- Maintain regulatory compliance across multiple jurisdictions.
- Reduce time-to-insight for critical health economics studies.
- Preserve data utility while enhancing privacy protection.

The Full Story

The Consumer Data Opportunity in HEOR

Current State:

- Clinical and claims data provide only limited visibility into patient daily lives.
- 80% of health outcomes are influenced by factors outside traditional healthcare settings.
- SDoH factors are responsible for up to 40% of all preventable deaths in the United States (US), yet better medical care only accounts for approximately 10–15%.
- Consumer data reveals critical context about patient behaviors, preferences, and social determinants.

Key Consumer Data Elements Valuable for HEOR:

- Economic stability indicators (financial stress, employment patterns)
- Housing security metrics and neighborhood characteristics.
- Transportation access and mobility patterns.
- Digital literacy and technology adoption indicators.
- Consumer preferences and behavior patterns.

Barriers to Integration:

- Complex regulatory landscape (HIPAA, CCPA, GDPR, state laws)
- Technical challenges in secure data linking.
- Inconsistent de-identification approaches.
- Manual compliance processes creating research delays.
- Diminished data utility from overly restrictive privacy controls.

Key Takeaways

Beyond Clinical Data

Consumer data provides essential context for understanding patient journeys and outcomes that remain invisible in traditional HEOR approaches.

PETs as Enablers

Privacy-enhancing technologies serve as bridges between data sources rather than barriers, maintaining privacy while preserving data utility.

Compliance Acceleration

Automated privacy approaches dramatically reduce research timelines compared to manual processes.

Research Quality Enhancement

Contrary to common belief, properly implemented PETs can improve research quality by enabling more comprehensive data integration.

Implementation Accessibility

Research teams can integrate PETs with minimal disruption to existing workflows while dramatically expanding research capabilities.

How To: Implementing PETs for Consumer Data Integration

Step 01

Assess Your Research Landscape

- Identify current data gaps in your HEOR projects.
- Map regulatory requirements across your research jurisdictions.
- Document current compliance overhead and timelines.

Step 02

Select Appropriate PET Approaches, Examples Include:

- **Tokenization:** Enables secure linking of disparate datasets while maintaining privacy.
- **Clean Rooms:** Create secure environments for cross-dataset analysis without data movement.
- **Remediation Previews:** Generate rapid data health and privacy risk insights before starting a new HEOR project.

Step 03

Build a Privacy-Enhanced Research Framework

- Develop standard operating procedures for PET implementation.
- Create automated workflows that reduce manual compliance steps.
- Establish clear documentation practices for regulatory purposes.
- Train research teams on enhanced capabilities.

Step 04

Measure Impact and Refine

- Track research timeline improvements.
- Document expanded research questions enabled by consumer data.
- Quantify improvements in research comprehensiveness and impact.
- Continuously refine your privacy framework.

Case Study Highlights

During our panel, we shared practical examples of how PETs have enabled researchers to overcome data integration challenges while maintaining privacy:

Healthcare Data Integration Example

Challenge

Researchers needed to securely integrate clinical outcomes with consumer behavior data to evaluate treatment effectiveness.

Solution

Using tokenization technology, the team securely linked clinical data with external consumer datasets.

Results

The study demonstrated significant correlation between consumer behaviors and clinical outcomes, validating the impact of social determinants on health while maintaining privacy compliance.

Remediation Preview Implementation

Challenge

Research teams faced delays when exploring new data sources due to privacy compliance concerns.

Solution

Implemented an automated remediation preview tool that evaluates privacy risks before data acquisition.

Results

Dramatically reduced time to data access and improved alignment between research goals and available data.

Next Steps

- Schedule a Conversation: Contact any of our panelists for a personalized discussion about your specific HEOR challenges.
- Request Detailed Case Studies: Email us at hello@useintegral.com for additional examples relevant to your research area.



Contact us at hello@useintegral.com to discuss how we can help accelerate your HEOR initiatives while maintaining the highest privacy standards.

About the Panel



Timothy Nobles

Chief Product Officer
Integral

Timothy leads product strategy at Integral, where he helps organizations implement automated privacy solutions for accessing and analyzing regulated data. With over 15 years of experience at the intersection of healthcare, data science, and privacy technology, Timothy specializes in bridging technical capabilities with practical research needs. He has advised numerous life sciences organizations on implementing privacy-preserving frameworks that accelerate research timelines while maintaining compliance.

[LinkedIn Profile](#)



Christine Lee

Head of Health Strategy
and Partnerships
AnalyticsIQ

Christine specializes in combining sensitive data streams for comprehensive outcomes research at AnalyticsIQ. With extensive experience in SDOH data integration, she helps research teams enrich traditional HEOR studies with critical consumer insights. Christine has led multiple initiatives to integrate consumer behavior data and social determinants of health into outcomes analysis while maintaining rigorous privacy standards.

[LinkedIn Profile](#)



Kenzie Alexander

Head of Privacy Solutions
Datavant

Kenzie leads privacy solution development at Datavant, where she supports customers in implementing secure data linkage frameworks for multi-site HEOR studies. She specializes in navigating complex regulatory landscapes through orchestrated privacy practices, enabling research teams to conduct comprehensive studies while maintaining data security and compliance. Kenzie has helped design and scale numerous multi-site HEOR initiatives that maintain consistent methodology and data quality across research locations.

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About the Companies



Integral Privacy Technologies

Integral provides automated privacy infrastructure that enables organizations to work with regulated data quickly and securely. Our platform streamlines the integration of diverse data sources for health economics research while maintaining the highest standards of privacy protection and regulatory compliance. By automating privacy workflows, we help research teams dramatically reduce time-to-insight while expanding the breadth of data available for analysis.

www.useintegral.com



AnalyticsIQ (AIQ)

AnalyticsIQ is a leading provider of consumer data and insights that help organizations understand the complete context of individuals' lives beyond clinical interactions. Our comprehensive datasets encompass critical social determinants of health, consumer behaviors, and economic indicators that are essential for holistic HEOR studies. Through privacy-first data practices, we enable researchers to enrich traditional health data with the consumer perspective that shapes real-world outcomes.

www.analytics-iq.com



Datavant

Datavant is the leader in health data connectivity, enabling organizations to securely connect their data while protecting patient privacy. Our tokenization and privacy solutions facilitate the secure linking of disparate datasets for comprehensive research studies. Datavant's technology powers the world's largest ecosystem of connected health data, ensuring that critical insights can be derived while maintaining the highest standards of data security and compliance.

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